Ross Reports ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross VOL. 2 NO. 9 DECEMBER 17-23, 1950
RESEARCH: Emily J. Jordan SUPPLEMENT C

NETWORKS BATTLE FOR RATING SUPERIORITY AS COST PER RATING POINT BECOMES INCREASINGLY IMPORTANT

Analysis of November ratings shows contest in every time slot....Berle closer to the pack....last year's favorites still close to the top....Toast of Town holds up, but Godfrey is hurt by NBC comics....AM Radio resurgence a factor

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Amidst all the hue and cry about the 10 million TV receivers in circulation, about sold-out networks and major TV productions -- economic uncertainty precipitated by international affairs and by mounting program and time costs has caused everybody concerned to look more closely at television's payoff for the advertiser. High cost per rating point has already occasioned several program axings. Further schedule revisions are expected when the current cycle ends in January.

Examination of November ratings by Pulse, Nielsen & Hooper and comparison with November 1949 figures give rise to several immediate conclusions -- 1. The number of network telecast hours are growing. Pulse reports that the November total was 10% more than October's, which in turn was 18% greater than the September total..... 2. Sets in use figures also are up. November average was 30.8% for radio & TV combined, as against 28.8% in October and 25.5% a year ago.....3. Competition for time periods is as acute as radio's ever was, with the resultant cutting down of last year's astronomical figures.....most of the old favorites have already established familiarity and so they are holding up, but Berle is drawing back closer and closer to the pack, and Godfrey has been somewhat hurt by NBC's Four Star Revue.

Our comparative ratings for 1950 and 1949 on Page 9 point up the trends..... and an analysis of Pulse's November figures provides additional fodder on Page 8..... The competition for control of time segments and domination of particular days shapes up as follows: Sunday: After ABC gets in with an 18.4 Multi-Market Pulse for its Super Circus and after NBC's Hopalong racks up a 23.7, the rest of the evening is pretty much a standoff between NBC and CBS - with Gene Autry topping Leave It To The Girls; This Is Show Business and The Aldrich Family a standoff; Toast of The Town once again in control of the 8-9pm period with a substantial edge on The Colgate Comedy Hour; Philco Playhouse retaliating strongly over Fred Waring; and Celebrity Time and Garroway even-up. On Sunday evening, therefore (and it's true of most every evening) the audience is picking by program rather than by network. Continued Pg 8

We've postponed our Fall Program Cost Survey once again in deference to the still scrambled talent situation. The picture should be more resolved in a week or ten days, & we hope to complete our study before the end of the year. Look for our Packages Available issue & our Annual Subscriber Poll in the meantime.

THIS WEEK--DEBUTS, HIGHLIGHTS, CHANGES

Sun(17) - NBC(Ch 4) 3-4pm; DEBUT - NBC Television Opera Theater; from WNBT to E&MW Nets; first in series is English translation of Bizet's Carmen (see Talent Showsheet); Producer - Samuel Chotzinoff; Conductor & Artistic Director - Peter Herman Adler; TV Dir - Charles Polacheck; Asst TV Dir - Kirk Browning; Costumes - Rose Bogdanoff; Settings - George Jenkins, all NBC.

Mon(18) - CBS(Ch 2) 6:30-6:45 M-W-F; 6:30-7pm Tu-Th; DEBUT - The Alan Dale Show; on WCBS-TV only; variety show with Dale & the Milt Green Trio; Producer - Jack Lescoulie CBS; Director - Jon Fogel CBS.

ABC(Ch 7) 7-7:05M-F;DEBUT - Untitled Musical Show; from WJZ-TV to E&MW Nets; with Andy & Della Russell; Sponsor - Schenley Co for Cook's Champagne & Dubonnet Wine; Agency - Biow.

NBC(Ch 4) 6-6:25pm Mon-Sat; NEW TIME - Easy Does It; replaces Roy K. Marshall formerly seen 6:15-6:25pm Mon-Fri.

Wed(20) - PIX(Ch 11) 1:30-2pm; DEBUT - Wishbone Party; on WPIX only; with columnist Hy Gardner. "granting" wishes of contestants; Sponsor - Roulston Food Stores; Agency - Lester "L" Wolff; Prod'n Supervisor - Al Berkompass, Wolfe; Scripts - Jack Lymon,Wolff.

Fri(22) - CBS(Ch 2) 9-9:30pm alt Fridays; DEBUT - Charlie Wild, Private Detective from WCBS-TV to E&MW Nets; with Kevin O'Morrison in the title role; Sponsor - Wildroot Co; Agency - BBD&O; Producers - Larry White & Walter Tibbals; Director - Paul Nickell CBS; Scripts - Peter Barry. (replaces 1st half of "Magnavox")

9:30-10pm alt Fridays; DEBUT - Untitled Series; from WCBS-TV to E&MW Nets; Sponsor - General Mills; Agency - Knox Reeves (Minneapolis); no other details at this time; (replaces 2nd half of "Magnavox Theater").

LAST WEEK'S ARRIVALS, CHANGES

CBS -- News of the Night; 11-11:10pm Mon-Fri; on WCBS-TV only; picked up Wednesday night Sponsor - Colgate-Palmolive-Peet Co for Palmolive Shave Cream; Agency-Ted Bates.

Bobby Sherwood Show; 11:10-11:25pm Tues-Sat; changed title from "Midnight Snack".

DuM -- This is It; 8:30-9 Fridays; from WABD to E&MW Nets; Buddy Lester MC'ing comedy-variety show with Condos & Brandow, dancers & Nancy Reed, vocalist; Producer - Jerry Layton; Stager & Scripts - Hugh Prince; TV Director - Bill Seaman DuM. (replaces "Hold that Camera")

Rocky King, Detective; 9:30-10pm Fridays; changed title from "Rocky King, Inside Detective".

-- LAST CALL --

Our Packages Available Issue comes out December 24. Please return the enclosed questionnaire by December 19.

NBC -- Industry on Parade; 12:30-12:45pm Saturdays; feature newsreel series produced by the NBC-TV News Dept under supervision of the NAM Radio & TV Dept under G. W. Johnstone. Currently on WNBT and 44 other stations through 1951.

UN Stamp Club; 12:45-1:15pm Saturdays; moved from Sunday noon slot(see below)

Uncle Sam's Story; 12:45-1:15pm Sunday; on WNBT only; documentary films on government agencies, introduced by Walter Abel; Production Supervisor - George Wallach NBC; replaced UN Stamp Club.

PIX -- Sunset Star Theater; 5-5:30pm Saturdays; on WPIX only; juvenile talent show MC'ed by 12-year-old Lenn Dale; Sponsor - Sunset Appliance Stores & General Electric Appliances; Agency - Nathan Fein Adv; Packager - George Scheck Television Productions.

Jackie Robinson's Sports Classroom; 7:15-7:30pm Thursdays; on WPIX only; Jackie Robinson demonstrating sports pointers to studio "classroom" audience of young fans; Director - Al Hartigan PIX; Asst Director - Jack Felice PIX.

WOR -- Weather Review; 7-7:05pm Monday-Fridays; on WOR-TV only; Frank Forrester discussing weather developments.

FUTURES

Dec 24 -- CBS -- Starts a new schedule of children's shows on Sunday mornings; this time was formerly dark; all shows local.
Hoofbeats; 10-11am; series of Western films.
Chuck Wagon; 11-11:30am; returns to CBS after 2 week hiatus in new time spot.
Ship Ahoy; 11:30-12:30pm; Mac Perrin on a mythical voyage to different parts of the globe; Producer-scripts - Madge Tucker; Director - Jon Fogel CBS; on Jan 7 Bosco through Robert W. Orr Assoc picks up tab for 1st half-hour.
Let's Live; 12:30-12:45pm; Bill Leonard giving hints on how to spend leisure time; Sponsor - Macmillan Co; Agency - Atherton & Currier, Inc; Packager - Paul De Fur.

Dec 25 -- ABC -- Faye Emerson Show moves from CBS to 7:15-7:30pm Mon, Wed, Fri time to 40 odd ABC-TV stations; Sponsor - Pepsi-Cola; Agency - Biow; same production staff headed by Gil Fates.

CBS -- Christmas Day Festival; 5-6pm; one-shot featuring dramatized version of "Tubby the Tuba", "Snow White" and other children's tales; Sponsor - Longines-Wittnauer; Agency - Victor A. Bennett; Producer - Alan Cartoun; Director - Ted Estabrook.

NBC -- Hansel & Gretel; 2-3pm; second in the NBC opera series; featuring Virginia Haskins, David Lloyd, Claramae Turner; Production Supervisor - Samuel Chotzinoff; Conductor - Peter Herman Adler; TV Director - Charles Polacheck; Asst TV Dir - Kirk Browning; Sets & Costumes - Henri Crayon.

Dec 26 -- CBS -- Tales of the Black Cat renewed for nine additional weeks by the N.Y. Ford Dealers via J. Walter Thompson; 10:30-11pm Tuesdays; dramatic films specially prepared for television.

PROGRAM	NET	TIME	GUESTS
			FRIDAY DECEMBER 15
Eva Gabor	ABC	8-8:15pm	Igor Cassini
Hands of Mystery	DuM	9-9:30pm	The Case of the Human Cannonball - with Russell Hardie, Henry Jones, Charles Mendick, Ronald Alexander, Ruth White, James Maloney, Melba Rae
Trapped	WOR	8:30-9pm	The Ghost of the Bride - Clifford L. Owen, Shirley Peterson, Nina Seamans, Jane Arenton
			SATURDAY DECEMBER 16
Jack Carter	NBC	8-9pm	Rise Stevens; Connie Sawyer, singer
Ken Murray	CBS	8-9pm	Lawrence Tibbett; Penny Singleton; Peg-leg Bates, dancer
Show of Shows	NBC	9-10:30pm	Marsha Hunt, guest MC
Frank Sinatra Show	CBS	9-10pm	Phil Silvers
			SUNDAY DECEMBER 17
Celebrity Time	CBS	10-10:30pm	Mary McCarty; Harry Wismer, sportscaster
Colgate Comedy Time	NBC	8-9pm	Fred Allen MC; Kenny Delmar; Peter Donald; Minerva Pious; Doc Rockwell
Leave It To The Girls	NBC	7-7:30pm	Betty Betz; Dr. Houston Peterson, Philosophy Professor
NBC TV Opera Series	NBC	3-4pm	Carmen - by Georges Bizet; adapted by Lillian Foerster & Townsend Brewster; with Vera Brynner, David Poleri, Andrew Gainey, Elizabeth Carron, Beatrice Bush-Kane, Morley Meredith, Robert Goss, Guy Tano, Aida Alvarez, Fernando Ramos
Philco Playhouse	NBC	9-10pm	Decoy - adapted by William Fay from Abram S. Ginnes' "Nice Clean Job"; with John McQuade, Will Lee; Dulcy Jordan, Lou Polan, Harold Vermilyea
Robert Q. Lewis	CBS	11-11:15pm	Barbara Britton; Cara Carlyle, writer
Bigelow Theater	CBS	6-6:30pm	Papa Romani - orig by George Panetta & Bill Whitman; with Chico Marx, William Frawley, Margaret Hamilton, Argentina Brunetta, Jeffrey Silver, Alice Kelly, Matt McHugh, Harry Lewis
Showtime, USA	ABC	7:30-8pm	Gladys Swarthout; Mary McCarty; Lee Bowman; Audrey Christie; Diana Herbert, singer
This is Show Business	CBS	7:30-8pm	Jack Durant, comedian; Lou Wills, dancer Pearl Bailey; Gloria Swanson

PROGRAM	SAT. FEB.	DETAILS

PRIME SATURDAY 15

The Gabor	Sat 8-8:15pm	Igor Gabor
Winds of Mystery	Sat 8-9:30pm	The Days of the Human Dragonfly - with special guests, Nancy Jones, Jonathan Wright, Donald Alexander, Bill Noble, James Delaney, Anita Sue
Tempest	Sun 8:30-9pm	The Chapel of the Bride - Clifford L. Owen, Sidney Peterson, John Chesney, Jane Jordan

SATURDAY MATINEE 16

Nick Carter	Sat 4-5pm	Alan Tarshis, Donald Sawyer, Albert
The Shadow	Sat 5-6pm	Lamont Cranston (Kenny Delmar) Shadowing: The Ice Trade, Lamont
Hour of Glory	Sat 6-7:30pm	Special Guest, Harry Ac
Frank Sinatra Show	Sat 8-9:30pm	Phil Silvers

SUNDAY MORNING 17

Gilmartin Time	Sun 10-10:30am	Gary Gilmartin, Harry Glover, sportscaster
Atlantic Coast Time	Sun 11-1pm	Fred Allen MC, Rudy Valentino, Peter Lorenzo, Minerva Pious; Sax Quartet
Leave It To Joe Mitchell	Sun 7-7:30pm	Family Lucky, Mr. Newton Overcoat, Philadelphia Producer
Sad Sam Cooke Series	Sun 7-8pm	Dinner - Sy Gordon Band; Adapted by Philip Cooper & Raymond Knowles, Alice Fern Brunner, Cecil Tyler, Sonny Quince, Elizabeth Lorenz, Beatrice Gilchrist, Arthur Lawrence, Robert Jones, Ray Tuck, Alma Alvarez, Fernando Vega
Calling Gypsies	Sun 8-9pm	Tango - adapted by Philipe Ro from Anna Lucia, Gypsy Girl's Sleep Song, Gypsy Girl's Dance, Gypsy Girl's Lament, Gypsy Girl's Dance, Ian Fabel, Sarah Sensing
Melody Lingers	Sun 11-11:30pm	Thomas Wyatt, Jane Langley, William
Singing Theater	Sun 6-7:30pm	Lady Macbeth - Lady Ja Sonya Sonnie a Still Tallman; with Carlos Jara, Philine Thomas, Jonathan Wallace, Alexandra Brownie, Stephen Gilmore, Alice Kelly, Jerry Morgan, Sonny Lewis
Boston, USA	Sun 7-7:30pm	Clarence Swartzlow, Jerry Hardy, Jan Howard, Audrey Dalkins, Diana Barrett, Stuart
This Life Does Business	Sun 7:30-8pm	Jack Lewis, Commissioner, Jim Mills, Owner Jewel Dealer; Stanley Swanson

PROGRAM	NET	TIME	GUESTS
SUNDAY DECEMBER 17 (Continued)			
Arthur Murray Party Time	DuM	9-10pm	Brian Aherne; Penka Lamar, soprano
Toast of the Town	CBS	8-9pm	Eleanor Steber; Cornelia Otis Skinner; Victor Borge; Phil Rizzuto; Howard Barnes, wire-walker
Paul Whiteman	ABC	7-7:30pm	Doretta Morrow, singer; Harold Lang, dancer; Bibi Osterwald, singer
MONDAY DECEMBER 18			
At Home Show	CBS	11-11:15pm	Denise Lor, singer
Fashion Magic	CBS	3:30-4pm	Lee Sullivan, singer
Hollywood Screen Test	ABC	7:30-8pm	Aline MacMahon, lead; Lydia Clarke & Guy Repp, tests
Lights Out	NBC	9-9:30pm	The Men on the Mountain - orig by Harvey Muheim; with Lee Tracy, Verne Collett, William Free, Biff Elliot, Robert Hall
Lucky Strike Theater	NBC	9:30-10:30	Mrs. Mike - by Nancy & Benedict Freedman; adapted by Thomas Phipps; with Barbara Britton, Glenn Langan, Bill Martel, Joseph McInerney, Margaretta Warwick, Ann Dere, Jimmy Sommer, Andy Saunders, Frank DeKova, Louis Scott, Tony Rivers, Rosebud Yellow Robe, Maria Marcus
Lux Video Theater	CBS	8-8:30pm	Down Bayou DuBac - by Barry Benefield; adapted by Robert Cenedella; with Diana Lynn, Lon McCallister, Charles Dingle, Mabel Paige, Hazel Jones, Thomas McElhaney, Margo Ann Deighton, Donald Keyes
Studio One	CBS	10-11pm	Little Women (Part I) - by Louisa May Alcott; adapted by Sumner Locke Elliott; with Mary Sinclair, June Dayton, Lois Hall, Peggy Hillias, Richard Purdy, Berry Kroeger, Una O'Conner, John Baragrey, Henry Bernard, Kent Smith, Dorothy Blackburn
Kate Smith	NBC	4-5pm	Joey Faye, comedian
Talent Scouts	CBS	8:30-9pm	Zola Mae Shaulis, pianist; Irene Treadwell, singer; Connie Francis, accordionist; Chris Salvo, singer
Voice of Firestone	NBC	8:30-9pm	Jerome Hines, basso
TUESDAY DECEMBER 19			
Armstrong Circle Theater	NBC	9:30-10pm	The Diet - orig by Don Ettlinger; with Lois Wilson, Laurence Fletcher, Helen Baron, Betty Lou Keim, Bob Shawley, Mary Loane, Maurice Manson, Joe Verdi, Maurice Wells, Charles Altoff, Belle Flower

PROGRAM	NET TIME	GUESTS
	TUESDAY DECEMBER 19 (Continued)	
Cavalcade of Bands	DuM 9-10pm	Stan Kenton; Teresa Brewer; Calgary Bros, mimes
Danger	CBS 10-10:30pm	The Sergeant & the Doll - by G. Leonstre; adapted by DeWitt Bodeen; with Laura Weber, James Westerfield, Grace Kelly, Chester Stratton, Bert Conway
Eloise Salutes	DuM 7:30-7:45	Joan Blondell
Fireside Theater	NBC 9-9:30pm	Miggles - by Bret Harte; adapted by Arnold Belgard; with Mary Sinclair, Hugh O'Brian, Grant Calhoun, Edgar Barrier, Molan Leary, Lee Phelps
Prudential Playhouse	CBS 8-9pm	Over 21 - by Ruth Gordon; adapted by Alvin Sapinsley; with Ruth Gordon, Paul Stewart, Loring Smith, Denny Moore, Hazel Dawn, Jr, Harry Sheppard, Logan Ramsey, Jackson Jourdan
Billy Rose Show	ABC 9-9:30pm	Kind Hearts & Gentle People - adapted by Edward Chodorov; with Lionel Stander, Murvyn Vye, Sally Gracie, Bernard Nedell, Jean Taylor, Larry Robbins
Star Time	DuM 10-11pm	Golden Gate Quartet; the Marvellos
Suspense	CBS 9:30-10pm	Dancing Dan's Christmas - by Damon Runyon; adapted by Halsted Welles; with Wally Cox, Joe Bushkin; rest of cast unavailable at press time
Texaco Star Theater	NBC 8-9pm	Toni Harper; Robert Merrill
	WEDNESDAY DECEMBER 20	
Godfrey & Friends	CBS 8-9pm	Beverly Welch, singer; Bobby White, singer
Four Star Revue	NBC 8-9pm	Jack Carson MC; Betty Kean; Butch Cavell
Kraft Theater	NBC 9-10pm	Village Green - by Carl Allensworth; adapted by Howard Lindsay; with Raymond Van Sickle, Glenn Denning, Wendy Drew, Donald McKee, Leona Powers, Roland Wood, Brandon Peters, Ty Perry, Bob Lieb, Nancy Pollock
Somerset Maugham Theater	CBS 9-9:30pm	Footprints in the Jungle - adapted by Felix Jackson; with Dennis Hoey, Ronald Alexander, Pat Wheel, Ron Randell, Frances Greet, Ronald Long, Harry Davis, Kai Dee, James Doohan, Jack Merivale
Kate Smith	NBC 4-5pm	Lorett & Clymas, dancers
The Web	CBS 9:30-10pm	The Friendly Hearts - orig by Louis Pelletier & Jack Finke; with Mildred Dunnock, John McGovern, Carmen Mathews, Herbert Rudley

Program	No. Copies	Subject
		Science Fiction (Continued)
Children of Dune	[illegible]	[illegible] Tuesday Weaver; Gilbert Lund, [illegible]
Dune	[illegible]	[illegible]
Dune Saints	[illegible]	[illegible]
Frankie Dexter	[illegible]	[illegible]
Humanoid Interface	[illegible]	[illegible]
Kill, Man Kill	[illegible]	[illegible]
Mr. Tim	[illegible]	[illegible]
Suspension	[illegible]	[illegible]
Video Age Series	[illegible]	[illegible]
		Miscellaneous
Gallery & Friends	[illegible]	[illegible]
Five Live Dance	[illegible]	[illegible]
Open Theatre	[illegible]	[illegible]
Universal Studios Tours	[illegible]	[illegible]
Dove Series	[illegible]	[illegible]
Ja Ken	[illegible]	[illegible]

PROGRAM	NET	TIME	GUESTS
			THURSDAY DECEMBER 21
Holiday Hotel	ABC	9-9:30pm	Harold Lang, dancer; Janet Reed, dancer
Little Show	NBC	7:30-7:45	Marla Stevens, singer
Peter Lind Hayes	NBC	8:30-9pm	Mr. & Mrs. David Niven
Nash Airflyte	CBS	10:30-11pm	Molly Morgan - adapted by David Shaw from John Steinbeck's "Pastures of Heaven"; with Barbara Bel Geddes, Ben Lackland, James Broderick, Jane Seymour, Pat O'Malley, Billy Greene, Susan Harris, Sonny Cavell
Kate Smith	NBC	4-5pm	Pat Rooney, song-and-dance man; Jean Carroll, comedienne
The Show Goes On	CBS	8:30-9pm	Hot-Cha Drew, singer
Alan Young	CBS	9-9:30pm	Marjorie Riordan, actress; Harry Babbitt, singer
			FRIDAY DECEMBER 22
Big Story	NBC	9:30-10pm	Nelson Olmsted, Jay Barney, Henrietta Moore, Leonard Bell, Allen Stevenson, Robert Dryden, Eugene Rymen, Patricia Remick, William Lally, Gordon Peters, Graham Velsey
Cavalcade of Stars	DuM	10-11pm	Eileen Barton; Bert Wheeler; the Beachcombers, singing group
Mohawk Showroom	NBC	7:30-7:45	Mohawk Choir
Penthouse Party	ABC	10-10:30pm	Maxie Rosenbloom; Dolores Hawkins, singer
Pulitzer Playhouse	ABC	9-10pm	The Pharmacist's Mate - by Budd Schulberg; with Brian Donlevy, Gene Raymond, Darryl Hickman, Phil Shawn, Harold Lloyd, Jr; Alan Hale, Jr; Frank Jenks, Bill Mauch, George Conrad, Richard Bartlett, M.B. Scheidy, Robert Payne, Bob Strickland, John Tuggle, John Bauer, Steve Wayne, Bill Lechner
Star of the Family	CBS	10-10:30pm	Patti Page
Versatile Varieties	NBC	9-9:30pm	Sunny Skylar, singer & composer; Arthur & Kathie Murray; the Three Brooks, comedy dance team
Eva Gabor	ABC	8-8:15pm	Frank Sinatra

SHOWS NOT INCLUDED HERE ARE NOT ABLE TO MEET OUR FRIDAY DEADLINE

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NOVEMBER RATING ANALYSIS

(Continued from 1)

Monday evening hours go to CBS, but not by much. Lux Video Theater at 8pm and Godfrey's Talent Scouts at 8:30 edge out their competition, but NBC's Lights Out comes back strongly at 9, with CBS coming off slightly better with The Goldbergs and Studio One from 9:30-11pm against Lucky Strike Theater & Musical Comedy Time(alternate)
Tuesday is NBC property, with a parlay of Berle, Fireside Theater, Armstrong Circle Theater and the Amateur Hour strong enough to withstand bids from such other favorites as Suspense, Billy Rose Show and the finely-produced Prudential Family Theater and Sure As Fate, which alternate in the slot against Berle.
Wednesday's hour-long shows have been able to hold their audiences against a crop of half-hour competition....but Godfrey & His Friends, which was in the top 2 or 3 all last year has dropped from a 41.6 Pulse a year ago to a 22.4 in November, while the Jimmy Durante Show reached a 29.3 top against Godfrey. NBC finishes up the evening strongly with Kraft Theater and Break The Bank, longstanding public favorites.
Thursday falls to ABC's lot, with a strong lineup in The Lone Ranger, Stop The Music, Holiday Hotel, I Cover Times Square & The Roller Derby; but Martin Kane, Alan Young & Groucho Marx rate strongly too.
Friday gives DuMont a chance to get in the contest with its Cavalcade of Stars at 10pm topping both Morton Downey and the Gillette fights, but CBS' Mama, Man Against Crime and Ford Theater edge out their competition earlier. 9pm finds Ford & Pulitzer Prize waging a battle of top drama, with The Clock & Big Story joining the fray at 9:30pm on alternate weeks.
Saturday by rights should belong to Pat Weaver...and rating-wise it does, with One Man's Family, The Jack Carter Show, Your Show of Shows, and The Hit Parade topping their respective competition. Of course, CBS has responded strongly with Ken Murray, Frank Sinatra and Sing It Again, while ABC's TV Teen Club also figures in the 9-10pm time and DuMont's Garden pickups have a following.

Multi-Market — PULSE ANALYSIS BY PROGRAM TYPES — Nov 1-6,14, 1950

Comedy-Variety	127 ¼hrs	11.9av rating	Talent Shows	11 ¼hrs	17.2 rtg
Kid Shows	96	8.7	Westerns	10	17.6
Drama & Mysteries	74	15.7	Horse Show	8	5.1
Quiz-Aud Partic	72	9.8	Pres Truman *	2	47.2
Women's Interest	50	4.5	Boxing	7	14.1
Football	44	7.6	Roller Derby	6	9.1
Musical Variety	46	12.2	Religion	6	2.5
Interviews	23	5.2	Feature Films	4	3.6
Comedy Situation	18	11.9	News	12	11.3
Music	18	19.7	Sports News	12	5.4
Wrestling	19	9.1			
Forums, Discussions	16	6.7	TOTAL	679	* All Nets

SOME SHOWS HAVE BUILT A PLACE FOR THEMSELVES

For the advertisers who invested two years or more in "experimental" television the current ratings (see next page) should provide much Christmas cheer. Yes, an extravaganza like the Colgate Comedy Hour will almost always pay off in audiences right from the start, but for Lincoln & Mercury dealers, the way Toast of The Town has more than held its own is justification for those ad agencies who urged their clients to "get in" early and build a loyal audience. Kraft, Philco, Ford, Chevrolet, Texaco, & Procter & Gamble will add "Amen" to that. While Prudential - with an admirable program - & Schlitz likewise still have a long row to hoe.....And just look at the way Ken Murray's Saturday show has grown up. Murray and Budweiser knew what they wanted when they went on over a year ago. They stayed with that original formula right along, went weekly this Fall, and today can point to a full-blown, polished family variety program - a delight to both home and studio audience & possessing of a warmth that does not rely on individual stars for week to week appeal.

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1950 -- COMPARISON OF RATINGS -- 1949

TOP TEN

MULTI MARKET PULSE	1950	1949
Milton Berle	46.5	62.2
Toast of The Town	30.8	40.6
Philco Playhouse	30.5	
Show Of Shows	29.4	
4 Star Revue(Durante)	29.1	
Fireside Theater	28.4	34.7
Comedy Hour(Cantor)	26.7	
Stop The Music	25.1	36.6
Studio One	24.7	29.7
Godfrey Talent Scouts		43.5
Godfrey & Friends		40.3
The Goldbergs		37.6
Kraft Theater		27.4
Suspense		29.3

NYC PULSE	1950	1949
Howdy Doody	15.0	16.9
Camel News	13.9	10.5
Kukla, Fran, Ollie	11.9	10.5
Perry Como	11.0	
CBS News	10.6	
Captain Video	10.2	15.7
Faye Emerson	9.8	
The Little Show(Conte)	9.7	
Mohawk Showroom	9.7	8.2
Small Fry	8.4	13.3
Broadway Open House	8.4	
Lucky Pup	7.3	12.5
Kate Smith	7.5	
Space Cadet	6.7	
Average Daytime Shows	3.5	

NIELSEN AUDIENCE DELIVERED - RADIO vs TV			
Lux Radio Theater	18.7	7,611,000	homes
Jack Benny	18.5	7,367,000	"
My Friend Irma	14.4	5,861,000	"
Bergen & McCarthy	14.3	5,820,000	"
Godfrey Talent Scts	13.4	5,454,000	"
Milton Berle TV		5,115,000	"
Philco Playhouse TV		3,296,000	"
Pabst Wedn. Fights TV		3,962,000	"
Fireside Theater TV		3,271,000	"
Colgate Comedy Hour TV		3,129,000	"

* October Figures

NIELSEN NYC TOP TEN	1950	1949
Milton Berle	60.3	80.0
Philco Playhouse	38.7	43.9
Toast of The Town	37.8	56.5
Godfrey Talent Scouts	37.7	59.1
Colgate Comedy Hour	37.2	
Man Against Crime	37.0	
Show Of Shows(Snowcrop)	34.5	
Fireside Theater	34.4	
Show of Shows(Partic)	33.6	
Mama	30.7	
Lights Out		49.7
Goldbergs		48.5
Studio One		45.0
Suspense		44.3
Godfrey & Friends		41.7
Ford Theater		38.3

* Based on 1,670,000 TV homes-1950
Based on 890,000 TV homes-1949

HOOPER 12 CITY	1950	1949
Milton Berle	55.9	65.0
Fireside Theater	44.4	38.1
Philco Playhouse	39.6	
Cactus Jim	38.3	
Colgate Comedy Hour	35.3	
Godfrey Talent Scouts	34.8	42.8
Toast of The Town	34.4	48.6
Kraft Theater	34.0	
Hopalong Cassidy	32.8	
Lights Out	31.8	
Stop The Music	31.3	39.1
Ken Murray	29.6	
This Is Show Business	28.7	
Nat'l League Football	28.5	
Mama	28.4	
Studio One		36.0
Big Story		35.9
Amateur Hour		35.7
Lone Ranger		34.8

* Ratings were National in 1949

OUT OF TOWN FAVORITES (PULSE)

San Francisco(2 Stations) - Berle (Sunday) 50.8; Amateur Hour(Sun) 37.3; Armstrong Circle Theater(Sun) 29.3; Gene Autry 28.4; Cassidy 27.2

Chicago (5 Stations) - Berle 48.6; Toast 33.5; Fireside 30.8; Talent Scouts 30.3; Show of Shows 29.0; Waring 26.4; Kraft 26.1; Amateur Hour 26.0

Los Angeles (7 Sta) - Cassidy 37.8; Alan Young 24.3; Movies 23.2; Football 22.7; Harry Owens 21.4; Spade Cooley 20.3; Berle 19.0; Ina Ray Hutton 18.0; Lone Ranger 17.3

Ross Reports

ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross VOL. 2 NO. 9 DECEMBER 24-30, 1950
RESEARCH: Emily J. Jordan SUPPLEMENT D

SEASON'S GREETINGS TO ALL!

AMBITIOUS SCHEDULE OF YULETIDE TV PROGRAMS

If any joy can be squeezed out of this troubled world, the networks and advertisers have certainly made every effort to do so this Christmas. Television Yuletide schedules can lay claim to being both ambitious and diversified. In addition to a full run of church services piped in from several locales on the cable, a number of lavish special features have been prepared. The Joyful Hour, especially-produced film by Jerry Fairbanks enjoys a weekend showing at various times on every network. Additional specials include: ABC - "Dickens' Christmas Carol" on film, a display of paintings covering The Nativity, a family Christmas Party on Christmas Day, etc..... DuM - A dramatization of the Christmas Story on Christmas Night....CBS - An hour-long Christmas festival sponsored by Longines on Christmas Day....NBC - A solid Christmas afternoon with Rootie Tootie's puppet party, followed by the opera "Hansel & Gretel", then an hour with "Uncle Milty", and winding up with the hour-long Coca Cola presentation of "An Hour In Wonderland" - a perfectly charming presentation by Walt Disney of all his cartoon characters, with side sequences by Edgar Bergen and his voices."Coke" - through D'Arcy Agency - has placed the show on the full interconnected network and simultaneously on the non-interconnected stations as well for a one-shot showing.

Although, this report may reach some subscribers after Christmas Day, we have recorded the Xmas coverage for future reference. And of course the whole Reports staff - Emily Jordan, Jim Friedman, Bob Cinader, June Dunbar, Gordon Leigh, Charles Smith...and Wally Ross - send best wishes for holiday cheer.

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Many people ask - "How do you ever manage to compile all that information?" At risk of revealing the secret, we send our thanks at Christmastime to Publicity People and Sales Service Departments at all the networks, stations, ad agencies and package firms. Each & everyone of you have been enthusiastically cooperative. Merry Christmas to you all!

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THIS ISSUE

This Week - Debuts, Highlights, Futures..... 2
Showsheet - Talent Scheduled to Guest this week. 6
Addenda - About Spot Check, Inc, Ratings, etc.10
SPECIAL - Packages Available.....11

* Next Week - Our 2nd Annual Subscriber Poll

THIS WEEK--DEBUTS, HIGHLIGHTS, CHANGES

Sat(23) - CBS(Ch 2)

5:25-5:30pm; HIGHLIGHT - Pres. Truman's Christmas Message; from WCBS-TV to E&MW Nets; pre-filmed to coincide with with the actual speech.

DuM(Ch 5)

11-12 M; HIGHLIGHT - The Joyful Hour; from WABD to E&MW Nets; film drama of the story of Christmas with Ruth Hussey, Pat O'Brien & Rhys Williams; presented in cooperation with the Family Rosary Crusade; Producer - Father Patrick Peyton for Jerry Fairbanks; Director - Frank McDonald. (The Joyful Hour will also be carried by ABC, CBS & NBC)

NBC(Ch 4)

6:30-7:30pm; HIGHLIGHT - The Joyful Hour; from WNBT to E&MW nets; See above, (pre-empts "Smilin'Ed McConnell")

Sun(24) - ABC(Ch 7)

4-5pm; HIGHLIGHT - Dickens' "Christmas Carol"; from WJZ-TV to E&MW Nets; film starring Sir Seymour Hicks; (pre-empts "Musical Film" & "TV Tot Time")

6-6:30pm; HIGHLIGHT - The Story of the Nativity; from WJZ-TV to E&MW Nets; story of the birth of Christ as depicted by master painters with off-screen narration based on the Bible; Produced by ABC Public Affairs Dept. (pre-empts "Cowboys n' Injuns")

CBS(Ch 2)

10-11am; DEBUT - Western Film Series; on WCBS-TV only.

11-11:30am; CHANGE- Chuck Wagon; on WCBS-TV only; returns after 2 weeks hiatus in new time spot

11:30am-12:30pm; DEBUT - Ship Ahoy; on WCBS-TV only; Mac Perrin on a mythical voyage to different parts of the globe; Sponsor - Bosco (first 30 minutes beginning Jan 7) Agency - Robert W. Orr Assoc; Producer - writer - Madge Tucker; Director - Jon Fogel CBS.

12:30-12:45pm; DEBUT - Let's Live; on WCBS-TV only; Bill Leonard giving hints on how to spend leisure time; Sponsor - Macmillan Co; Agency - Atherton & Currier, Inc; Packager - Paul De Fur.

3-4pm; HIGHLIGHT - The Joyful Hour; from WCBS-TV to E&MW Nets; see above.

11:15pm-1am; HIGHLIGHT - Candlelight Mass of National Episcopal Cathedral, Washington, D.C.; from WTOP-TV to E&MW Nets; Celebrants: The Rt. Rev. Angus Dun D.D., Bishop of Washington & The Rev. John W. Sutter D.D.; Bill Shadel will describe the services.

NBC(Ch 4)

11-11:30pm; HIGHLIGHT - Church Services from St. Thomas Episcopal Church, N. Y.

11:30-12 M; HIGHLIGHT - Herald of Good Will; from WNBT to E&MW Nets; Juanita Hall & children of UN delegates & staff point up differences of Christmas observances in various countries; Producer - Caroline Burke NBC; Director - Dave Crandall; Scripts - Rick Fredericks.

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Sun(24) - NBC(Ch 4)

12 M-1:30am; HIGHLIGHT - Church Service from the Cathedral of Holy Cross in Boston; from WBZ-TV Boston to E&MW Nets; Arshbishop Clisbury will speak.

Mon(25) - ABC(Ch 7)

7:15-7:30pm Mon, Wed, Fri; DEBUT - The Faye Emerson Show; from WJZ-TV to 40 sta E&MW Nets; interview show; Sponsor - Pepsi-Cola; Agency - Biow; Producer - Gil Fates; Director - Alex Leftwich.

9:30-10pm; HIGHLIGHT - Family Christmas; from WJZ-TV to E&MW Nets; carols & yule drama presented in cooperation with the Protestant Radio Commission; Director - Al Crews (pre-empts "On Trial")

10-11pm; HIGHLIGHT - The Joyful Hour; from WJZ-TV to E&MW Nets; see above.

CBS(Ch 2)

5-6pm; HIGHLIGHT - Christmas Day Festival; from WCBS-TV to E&MW Nets;dramatizations of "Tubby the Tuba", "Snow White" & other children's classics; with the Choraliers & the Symphonette; Sponsor - Longines - Wittnauer Watch Co; Agency - Victor A. Bennett; Producer - Alan Cartoun; Director - Ted Estabrook. (pre-empts "Lucky Pup" & "UN General Assembly")

7-7:30pm Mon-Fri; DEBUT - The Steve Allen Show; from WCBS-TV to E&MW Nets; comedy-variety show with Steve Allen & the Freshmen, instrumental quartet; Producer - Marlo Lewis; Director - John Peyser.

DuM(Ch 5)

2-3pm; HIGHLIGHT - The Joyful Hour; from WABD to E&MW Nets; see above.

9-10pm; HIGHLIGHT - Christmas Story; from WABD to E&MW Nets; musical drama depicting different ways Christmas is celebrated throughout the world; with Brian Sullivan, Lois Hunt, Gordon Dilworth, & Iva Kitchell; Score by Robert Russell Bennett.

NBC(Ch 4)

1:30-2pm; HIGHLIGHT - Rootie Kazootie's Christmas Party; on WNBT only.

2-3pm; HIGHLIGHT - NBC TV Opera Series; from WNBT to E&MW Nets; second in series of 8; "Hansel & Gretel" (see Talent Showsheet) Musical & Artistic Director - Peter Herman Adler; Producer - Samuel Chotzinoff; Directors - Alan Neuman & Kirk Browning; Sets & Costumes - Henri Crayon; Choreog - Aida Alvarez.

3-4pm; HIGHLIGHT - Uncle Milty's Christmas Party; from WNBT to E&MW Nets; Milton Berle MC'ing & participating in acts which include De Large & Shirley, magic act; Trixie, girl juggler; Sponsor - Abraham & Strauss; Agency - Kieswetter Assoc. (pre-empts "Ransom Sherman" & "Bert Parks")

4-5pm; HIGHLIGHT - One Hour in Wonderland; from WNBT to E&MW Nets; Walt Disney film featuring Disney, Edgar Bergen & Charlie McCarthy, Bobby Driscoll, Kathryn Beaumont & Disney's famous animations; Sponsor - Coca-Cola; Agency - D'Arcy; Producer-writer - William Walsh; Dir - Lucien Andiot.

Sun(Ch 4)

12 M-1.50mm; DUCTLESS - Daisy Service from the Sidewalk; Sub-Body Sodium-ft Motors; from WAD-7; Action is Long Vital; Absolutely Ciliary will open.

Mon(Ch 7)

T:13-7:32; Day, Wed, Yrs; IMPORT - The Tony Dessin Show; from WIS-TV to WO-TV; Rose Rotor; Interview when; Dynamo - Total-Cell Mobility - Mow; Producer - Gil Jones; Director - Alex Sarkisian.

9:30-10mm; DUCTLESS - Weekly Confession; from WIS-TV to Mad Mad; world; while drunk prepared in cooperation with the Professional Bible Consolation; Director - Al Grove; Lipo-Cooke "Do Drink".

10-11mm; ELECTRONIC - The Joyful Body; from WIS-TV to Mad Mad; see above.

Tue(Ch 2)

7-9mm; ELECTRONIC - Christmas Day Emotions; from WOW-TV to SAW; Tele-Communications of "Study the Jobs", "Show Wife" & Other Ordinary Disaster; with the Centralize & the Commentator; Sponsor - Lunch - Pittsburgh Mayor Joy Dempsey - Vicky A. Bonetti; Producer - John Gardner; Director - Ted Sarkisian. (Pre-event "Lucky Day" & "Ok General Hospital")

7-10:30mm Mon-Fri; DEMO - Twilight Alien Show; from WOW-TV to WOW Data; Sound-Variety show with Steve Allen & the Trashmen, Interpretent Jewish; Producer - Barbie Lewis; Director - Jean Hoyer.

Wed(Ch 3)

8-10mm; ELECTRONIC - The Joyful Hour; from WADD to SAW Data; see above.

9-10mm; ELECTRONIC - Christmas Story; from WADD to SAW Data; Virtual Drone Injection Bitcoin Wave Christmas is celebrated throughout the world; with Brian Dullion, Lois Ann Gordon University, & Jon Ritchell; Show by Tokyo Mobile Journal.

Thu(Ch 4)

11:30-1pm; ELECTRONIC - Single Mother's Christmas Party; the Mad Mad.

2-3pm; DUCTLESS - Big-Ty Drone Derby; from WOW to SAW Data; Drone in review of 3; "Model & Drone" Jane Ingram Hardway; Model & Aviatic Director - Tony Grace Allen; Producer - Mandi Chowlinski; Operations - Alex Hanson & Alex Sprawling; Lots & Lessons - Bert Cowell Looney - Lois Alessa.

3-4pm; ELECTRONIC - Uncle Ma'ly's Christmas Party; from WOW - SAW Test; Million Dollar Lung & Cancerpedia; in Sets which Involve Be Large & Dirtiness, Magic Act Tilite, with Producer; Sponsor - Dorothy & Gramma; Sponsor - Karmatran Sauce; Live-Cooke "Mamma Cookson" & "Cart Mace".

4-5pm; ELECTRONIC - Ugly Face in Mirror; from WOW to SAW Data; Nick Tatum Film Director - Jimmy Dear Brown & Charlie Kocarton, Body Instructi, Jennifer Hawkins & Nancy's Famous Auditions; Sponsor - Cow-Cola; Sponsor - Jiffy; Producer-Writer - Willie Waters; Jan - Jackie Mobly.

Wed(27) - NBC(Ch 4) 8-9pm; CHANGE - Four Star Revue; from WNBT to E&MW Nets; formerly sponsored solely by Motorola now pick up second rotating Sponsor - Norge Div of Borg Warner Corp; Agency - J. Walter Thompson.

LAST WEEK'S ARRIVALS, CHANGES

DuM -- Mr & Mrs Jimmy Carroll; 7:30-7:45pm Wed & Fri; changed title from "The Most Important People".

PIX -- Fun With Music; 11-11:30pm Mondays; with Hal Tunis, Doris Pines, Toby Dean; Packager - Albert Black.

WOR -- Meadows' Beauty Forum; 4-4:30pm Mon-Thurs; V.E. Meadows in a program of beauty hints & demonstrations.

King's Crossroads; 4:30-5pm Mon-Thurs; 11-12M Mon,Tue,Wed; 11:15-12:15am Thurs Carl King ties together short human interest films.

King's Jr. Crossroads; 5:30-5:45pm Mon-Fri; Carl King in a juvenile parallel of the above.

Guy LeBow's Sports Whirl; 7:05-7:15pm Tue-Fri; sports interviews & news.

John Feeney Show; 11-11:15pm Thurs; with Mary Vallee & George Shackley; songs & chatter; Sponsor - F&M Schaefer Brewing; Agency - BBD&O; Producer - Gladys Franklin; Director - Ralph Giffen WOR, (moved from DuM)

New program schedule:
1:30-2pm Mon-Fri - Foto Test
2-3pm Mon-Fri - Telefax News
5:45-6pm Mon-Fri - Time for Beany
6:30-6:45 Mon-Fri - Comedy Carnival
7:05-7:15 Mon - Johnny Farrell's Golf Club
11-11:15pm Fri - Sports Page with Stan Lomax
11:15-12:45am Fri & 11-12:30 Sat - Starlit Theater

FUTURES

Dec 31 -- CBS -- Fun for '51; 11:15-12:15am; specially produced musical-variety show MC's Ed Sullivan with Arthur Godfrey, Ken Murray, Abe Burrows & others, Producers - Marlo Lewis; Director - John Wray; Musical Director - Ray Bloch.

Jan 1 -- CBS -- The Challange of the '50's -- Years of Crises; from WCBS-TV to E&MW Nets; year-end report by CBS correspondents with Edward Murrow as Chairman; Sponsor - Chevrolet Dealers; Agency - Campbell-Ewald.

NBC -- Kate Smith; 4-5pm Mon-Fri; All sold out as of this date: Procter & Gamble via Dancer-Fitzgerald-Sample - 4-4:15 Mon-Fri; Hunt Food via Young & Rubicam - 4:45-5 Mon-Fri; Corn Products Refining Co via C.L. Miller - 4:15-4:30 Mon & 4:30-4:45 Tue; Simmons Co via Y&R - 4:15-4:30 Tue; Chesebrough Mfg Co via McCann-Erickson - 4:30-4:45 Mon; Jergens via Robert W. Orr - 4:15-4:30 Wed & Fri; Durkee via Mildrum & Fewsmith - 4:30-4:45 Wed; Amer Home Prods via Earl Bothwell - 4:15-4:30 Thu; Minute Maid via Ted Bates - 4:30-4:45 Thu; Hazel Bishop via Raymond Spector - 4:30-4:45 Thu.

Wed(Jr) - Sat(Sa 4)

8-2pm: DEMOS - Over-the-Server: from Meet to Show Bell; formerly sponsors solely to Motorola now pays up "social rotating sponsor - Nurse Ida of Body Beauty Cosmetic - d. Walter Thompson.

LAST MINUTE ADDITIONS, CHANGES

Sun -- Mr & Mrs Jimmy Carroll; 1:30-1:45pm Sun & 3rd; channel title from "The New Improvement Hour".

Fri -- Fun Nite Music; 11-11:30pm Monday; with Del Vaal, Doris Ishmael, Jody Sand; Producer - Albert Alsop.

Sun -- Meadow' Dairy Forum; 4-4:30pm Sun-Thurs; W.E. Meadow is a process of beauty milk & dairyerticles.

Stoe's Cooperands; 4:30-5pm Sun-Thurs; 11-12M Sun,Tue,Wed; 11:15-12:15am Thurs Carl Kim ties together short human interest stuff.

Stoe's Jr. Cooperands; 3:30-3:45pm Sun-Fri; Carl Kim is a juvenile parallel of the above.

Cal Lefkow's Sports Merit; 7:05-7:15pm Tue-Fri; sports interviews & news.

John Henry Show; 11-11:15pm Thurs; with Mr. Nicolas & Donna Sheridan; songs & chatter; Sponsor - Bob Schaefer Brewing; Agency - Schoen; Producer - Dodge; Producing Director - Helen Griffin Hall. (Moved from Sat)

New program schedule:
1:30-2pm Mon-Fri - Pete Tyler
2-2pm Mon-Fri - Tolliver News
3:40-4pm Mon-Fri - Time for Dewey
6:30-6:45 Mon-Fri - Come in Cherry!
7:00-7:15 Mon - Johnny Farrell's Golf Club
11-11:15pm Fri - Picture Show with Stan Lomax
11:15-12:15am Fri & 11-12:30 Sat - Charlie Chester

FUTURE

Dec 31 -- CBS -- Eve for '61; 11:35-12:15am; specially produced musical-variety show in celebration with Arthur Godfrey, Ben Grauer, the Barrett Sisters, Producers - Merlin Lewis; Directors - John Wray; Musical Director - Ray Bloch.

Jan 1 -- CBS -- The Challenge of the '60's -- Years of Crisis; from WCBS-TV to 32 sta; year-end report by CBS correspondents with Howard Marren as Chairman; Sponsor - Corporate Relations Agency - Campbell-Ewald.

NBC -- Note Sunlit; 4-2pm Mon-Fri; All sold out as of this date.
Frontier I Trailer via Lancer-Fitzgerald-Sample - 4-4:15 Mon-Fri; Night Final via Young & Rubicam - 1:30-2 Mon-Fri; Corn Products Matinee Co via C.L. Miller - 4:15-4:30 Mon & 4:30-4:45 Tue; Elgin Co via TLK - 4:15-4:30 Tue; Chamberlain Milk Co via McCann-Erickson - 4:30-4:45 Mon; Lumpy via Lamont V. Cox - 4:15-4:30 Wed & Fri; Purina via Ritzing & Associate - 4:30-4:45 Wed; Beer Home Trade via Earl Bachman - 4:15-4:30 Thu; Sharp Aid via Ad Media - 4:30-4:45 Thu; Kool Ribbon via Tarrant Operator - 4:30-4:45 Sun.

Jan 4 -- CBS -- The Lilli Palmer Show; 6:45-7pm Thursdays; on WCBS-TV only; chatter & interview show; Sponsor - Ponds Cold Cream; Agency - J. Walter Thompson; Producer - Charles Kebbe; Director - Alfred Scott. (replaces portion of the "Alan Dale Show")

NBC -- Ford Star Revue; 9-10pm Thurdays; from WNBT to E&MW Nets; Jack Haley, Mindy Carson & guests in musical-variety show; Sponsor - Local Ford Dealers; Agency - J. Walter Thompson; Musical Dir - Carl Hoff; Choreog - Ted Adolphus; Sets & Costumes - Stewart Chaney. (replaces Kay Kyser's "College of Musical Knowledge")

Jan 5 -- ABC -- Penthouse Party; 8:30-9 Fridays; changes time from 10-10:30 Fridays.

Jan 6 -- NBC -- Say it with Acting; 6:30-7pm alternate Saturdays; from WNBT to 18 sta E&MW Nets & 3 kine sta; with Maggi McNellis & Bud Collyer MC'ing charades; Sponsor - Brown Shoe Co; Agency - Leo Burnett; Packager - MCA.

Jan 12 -- PIX -- Golden Gloves Boxing Tournaments; time not yet set; Jimmy Powers commenting; Sponsor - Local Chevrolet Dealers; Agency - Campbell-Ewald; Director - Jack Murphy.

Jan 14 -- CBS -- News in Review; 11-11:15pm Sundays; Don Hollenbeck commenting; Sponsor - Norwich Pharmacal Co; Agency - Benton & Bowles, (replaces "The Robert Q. Lewis Show")

Jan 15 -- -- Success Story; net & time not yet released; Betty Furness & Show business personalities telling how they "got their start"; Sponsor - International Silver Co; Agency - Young & Rubicam; Packager - Lester Lewis.

Jan 20 -- CBS -- Laura Gibson Show; 7:30-7:45pm Saturdays; TV soap opera with Mady Christians; Sponsor - Gibson Refrigerators; Packager - World Video; Producer - Donald Davis, CBS. (replaces "The Saturday News Special")

Jan 25 -- CBS -- Bride & Groom; 3-3:15pm Thursdays; audience participation show; Sponsor - Hudson Paper Napkins. (replaces portion of "Robert Q's Matinee")

Jan 27 -- CBS -- Sam Levenson Show; 7-7:30pm Saturdays; Levenson telling tales of family life; Sponsor - Oldsmobile Division of General Motors; Agency - D. P. Brother Co; Producer - Irving Mansfield; Director - Byron Paul CBS.

Big Top; 12-1pm Saturdays; picks up Sponsor - National Dairy Products Corp for Sealtest; Agency N. W. Ayer.

NBC -- Victor Borge Show; 7-7:30pm Saturdays; Sponsor - Kellogg's; Agency - Kenyon & Eckhardt.

Jan -- CBS -- Garry Moore Show; 1:30-2:30pm Mon-Fri; picks up sponsor for 15 minutes Mon, Wed, Fri; Sponsor - Camels Cigarettes; Agency - William Esty.

Mar 4 -- NBC -- Richard Rodgers Cavalcade; 9-10pm; special telecast celebrating Rodgers' 25th year in show business & spotlighting his tunes from Broadway Musicals; Sponsor - U.S. Shoe Corp; Producer - Henry Souvaine. (pre-empts "Philco Playhouse")

Jan 7 -- CBS -- The Little Rascals (Pre) 6:30-7:00 Wednesday; on WCBS-TV only; shelter A. Hawkins show; Spanner - Jones Gold Dredge Agency - J. Walter Thompson; Director - Charles Ebbets; Director - Alfred Scott, (Pre-taped version of the "Alan Dunn Show")

CBS -- Fred Astaire Dance 9-9:30 Thursday; Pre-taped; on WCBS-TV only; Jack Haley, Ginny Simms & Jewels in matching-variety show; Sponsor - Lucal Food Products; Agency - J. Walter Thompson; Musical Director - Paul Weston - Dancing - Ina Anthony; Text & Direction - Jerome Chodorov - Producer, Hal Roth, (Pre-taped New Yorker "College of Medical Knowledge")

Jan 5 -- ABC -- Tennessee Ernie 8:30-9 Friday; Wednesday time from 10-10:30 Friday.

Jan 6 -- ABC -- Jay Ir with Ruthie 8:30-Pre alternate Saturdays; from CBS to ABC via NBC; Wed. & Fri. time etc; with Peggy McMullin & Bob Collins McClung; Sponsor - Spanner - Spots Joint Jay Alvarez - Lee Zarowitz; Producer - WCA.

Jan 14 -- CBS -- Golden Dragon Bowling Tournament; time not yet set. Jimmy Powers commentary; Sponsor - Lucal Confectionery; Agency - Campbell-Ewald; Director - Rick Murphy.

Jan 14 -- CBS -- Jack in Darkness 11-11:10pm Sunday; Jan 5 (Sunday) commencing; Sponsor - Irving Bunkerwood Co; Agency - Spanner & Bowles; (replace "The Doctor & Miss Dow")

Jan 15 -- -- Phoenix Story; out 1 time but yet released; Paris Premiere & Jose Sanchez personalities telling our story "Not Lady's Work"; Sponsor - International Film Co; Agency - Young & Rubicam; Producer - Leslie Irvin.

Jan 20 -- CBS -- Jerry Gilmore Show; 7:30-Pre-Jan Saturday; TV show opens with Mary Christmas; Sponsor - Gibson Refrigerators; Producer - Wendy Tidwell; Director - Donald Davis; CBS, Hollywood "The Saturday Night Special")

Jan 25 -- CBS -- Jerry & Dorothy 7-7:15pm Tuesday; audience participation show; Sponsor - Dubois Wash Machines; Producer Jerry Gilmore (replace Jerry of "Robert Gil Show")

Jan 27 -- CBS -- Jack Lemmon Show; 7-7:15pm Saturday; Lavoxen toilet tabs of Wally Ritz; Sponsor - Jamaquin Division of General Motors; Agency - J. Walter Co; Producer - Irving Mountain; Director - Jack Cole

Tip Top; 15-min Saturday; Pine Co Sponsor - National Dairy Products Corp; Agency - Ruthrauff & Ryan.

Mar -- Wilder Lodge Show; 7-7:30pm Saturday; Sponsor - Kellogg's; Agency - Leo Burnett & Sobel.

Jan -- CBS -- Jerry Lewis Show; 1:30-2:15pm Mon-Fri; pilot to present for 13 weeks (Jan 3rd); Sponsor - Gamble Chemicals Agency - Kellogg Co.

Mar 4 -- NBC -- Dinah Shore Production; 9-10pm; Pre-taped Saturday; Sponsor - Chevrolet Motors; Jan year to show business & producing Ele Shaw from Hershey Hunting; Sponsor - U.S. Rum Corp; Producer - Dean Sheridan, (Pre-taped Dolly Dolly Fashions)

PROGRAM	NET	TIME	GUESTS
			FRIDAY DECEMBER 22
Hands of Mystery	DuM	9-9:30pm	Pity in the Night - with Donald Buka, Joy Geffen, Arny Freeman, Howard Wierum, John Morley, Natalie Core
Trapped	WOR	8:30-9pm	The Man After Me - with Frank Baxter, Joseph Hardy, Meryl Cathryn Parker, Frank Schofield
We The People	NBC	8:30-9pm	Dr. John Witten; Mrs Milton Hale
			SATURDAY DECEMBER 23
Jack Carter	NBC	8-9pm	Charles Coburn
Faye Emerson Show	CBS	7:45-8pm	Flora Robson; Vinton Freedley
Ken Murray	CBS	8-9pm	Ray MacDonald, actor; Peggy Ryan
Show of Shows	NBC	9-10:30pm	Paul Winchell & Jerry Mahoney
Frank Sinatra	CBS	9-10pm	Toni Harper; Butterfly McQueen
			SUNDAY DECEMBER 24
Bigelow Theater	CBS	6-6:30pm	Kerry Fallon's Birthday - orig by Glenn Wilson; with Albert Sharpe, Doris Lloyd, Ryms Williams, John Sheehan
Celebity Time	CBS	10-10:30pm	Sylvia Field; Frank Farrell; Ernest Truex
Comedy Hour	NBC	8-9pm	Bob Hope MC; Mrs. Eleanor Roosevelt; Lili Pons; Charles Boyer; Betty Bruce, dancer
Leave It To The Girls	NBC	7-7:30pm	John Henry Faulk; Joan Blondell
Philco Playhouse	NBC	9-10pm	The Pupil - by Henry James; adapted by Stephen De Baun; with John Newland, Judson Rees, Viola Roache, Neil Fitzgerald, Elizabeth Eustis, Ann Summers, Frances Bethancourt, Peter Norman
NBC TV Opera Series	NBC	2-3pm	Hansel & Gretel - by Engelbert Humperdinck; adapted by Townsend Brewster; with David Lloyd, Virginia Haskins, Claramae Turner, Frances Lehnerts, Paul Ukena, Michael Spivak
Showtime, USA	ABC	7:30-8pm	Walter Hampden; Pearl Bailey; Wally Cox; Isaac Stern, violinist; Nancy Kelly
This is Show Business	CBS	7:30-8pm	Kitty Carlisle; Toni Harper; Joey Adams
Toast of the Town	CBS	8-9pm	Laurititz Melchior; David Niven; Mickey Deems; Ted Mack; "Captain Video"; "Cactus Jim"

PROGRAM	DAY	TIME	CHANNEL
FRIDAY, DECEMBER 22			
Bowls of Pleasure	FRI	9-9:30pm	Film in the dark - with Donald Duck, Joe Darion, Army Freeman, Howard Vincent, John Morley, Melville Cook
Theatre	WED	8:30-9pm	The Man Alone - with Frank Foster, Joseph Leon, Meryl Stanton Brown, Frank Schofield
Mr. The People	THU	8:30-9pm	Dr. John Vitale; Pat McGuire Band
SATURDAY, DECEMBER 23			
Week Ahead	TUE	8-9pm	Dan Lee Cohen
Big Ballroom Dance	CBS	7:45-8pm	Frank Dobson; Vienna Strauss
Sam Learned	CBS	8-9pm	Ann Sutherland, actor; Peter Ryan
Show of Shows	NBC	9-10:30pm	Paul Vincent & Jerry Bodney
Bring Another	CBS	9-10pm	Carl Sandburg; Dorothy Kupcinet
SUNDAY, DECEMBER 24			
Bishop Sheen	DUM	5-5:30pm	Bishop's Birthday - Sally Ann Diana, William Wirt Winter, Charles Davis, Frank Lloyd, Lyle Williams, John Chapman
Celebrity Time	CBS	10-10:30pm	Spring Field; Frank Parrelli; Bonnet Thomas
Chester Bowl	NBC	3-4pm	Bob Hope Mr; Jim Blunger Announcer; Lili Pons; Charles Sayers; Betty Jaines, Reader
Leave It to the Girls	CBS	7-7:30pm	John Henry Faulk; Lynn Kidwell
Philco Playhouse	NBC	9-10pm	The Fool - or Dante Tenor, adapted by Stephen De Rosny with John Bartlett, Julian Gerhardt, Sally Fitzgerald, Elizabeth Davis, Ann Lawrence, Frances Bethencourt, Peter Lorenzo
NBC TV Opera Series	NBC	2-3pm	Amahl & Crystal - by Gian-Carlo Menotti; adapted by Tyrone Guthrie with David Lloyd, Virginia Haskins, Clarence Carson, Frances Lakovsky, Paul Lewis, Michael Pulos
Sounding, USA	ABC	7:30-8pm	Walter Bradley, Pearl Bailey, Molly Cox; Jesse Owens, visitation; Nancy Kelly
Tell It Show Business	CBS	7:30-8pm	Edgar Bergen; Lord Mayor; Joey Adams
Toast of the Town	CBS	8-9pm	Lucille Ball; Donald Brian, Jerome Shore; Ted Mack "Original Amateur Hour"; "Swing the Spot"

PROGRAM	NET	TIME	GUESTS
		SUNDAY DECEMBER 24 (Continued)	
Arthur Murray	DuM	9-10pm	Charles Coburn; Ralph Flanagan; Cornelia Otis Skinner; The Skylarks, vocal quintet
Paul Whiteman	ABC	7-7:30pm	Mimi Benzell
		MONDAY DECEMBER 25	
At Home Show	CBS	11-11:15pm	Junie Keegan, singer
Hollywood Screen Test	ABC	7:30-8pm	John Carradine, lead; Laura Weber & Donald Somers, tests
Lights Out	NBC	9-9:30pm	Jaspar - orig by Edward Mabley & Otis Clements; with Janis Carter, Johnny Johnston, Meg Mundy, Howard Freeman, Otis Lehr
Lux Video Theater	CBS	8-8:30pm	A Child is Born - by Stephen Vincent Benet; with Gene Lockhart, Fay Bainter, Anne Marno, Elizabeth Ross; Dan Morgan, William Darrid, Alan Shayne, Jacques Aubuchon, Horace Braham
P&G Musical Comedies	NBC	9:30-10:30	Babes in Toyland - by Victor Herbert; adap Alexander Kirkland; with Dennis King, Edith Fellowes, Robert Dixon, Dorothy Jarnac, Robert Weede, Gil Lamb, Helen Wood
Studio One	CBS	10-11pm	Little Women - Part II - by Louisa May Alcott; adapted by Sumner Locke Elliott; with Nancy Marschand, Mary Sinclair, June Dayton, Lois Hall, Richard Purdy, Peggy Hillias, Berry Kroeger, Una O'Conner, John Baragrey, Henry Bernard, Kent Smith, Dorothy Blackburn, Elizabeth Patterson
Talent Scouts	CBS	8:30-9pm	Bill Woodsmall, singer; Vic Spaddy, impersonator; Frank Cammarata, accordionist
Voice of Firestone	NBC	8:30-9pm	Eleanor Steber
		TUESDAY DECEMBER 26	
Armstrong Circle Theater	NBC	9:30-10pm	Christopher Beach - orig by Leslie Scott; with Barbara Britton, Tyler Carpenter, Nydia Westman, Huntington Watts, Ann Shoemaker, Frances Greet
Danger	CBS	10-10:30pm	Surprise for the Boys - by Herbert Clyde Lewis; adapted by Norman Rosten; with Henry Burke Jones, John McGovern, Elliott Sullivan, Joseph Julian, Lew Polan, James McDonald, Woodrow Porfrey, Robert Harris, Joe Bassett
Cavalcade of Bands	DuM	9-10pm	Duke Ellington; "Tables" Davis; Harris & Radcliff, comedy piano team

PROGRAM	NET TIME	GUESTS
	TUESDAY DECEMBER 26 (Continued)	
Eloise Salutes	DuM 7:30-7:45	Hal Block, comedy writer
Fireside Theater	NBC 9-9:30pm	No Children, No Dogs - orig by Samuel Harrison; with Irene Vernon & Warren Douglas
Billy Rose Show	ABC 9-9:30pm	Moon Over Miami - adapted by Edward Chodorov; with John Loder, Frank Albertson, Cloris Leachman; Ralph Smiley, Kirk Brown, Jerry Stevens, Ken Renard
Sure As Fate	CBS 8-9pm	Tremolo - by Ernest Borneman; adapted by Mel Goldberg; with John McQuade, Mary Patton, Luella Gear, Bobby Nick, Ruth Hammond, Howard Wierum
Suspense	CBS 9:30-10pm	The Tip - by Carl V. Abrams; adapted by Max Ehrlich; with Stanley Ridges, Felicia Montealegre, Theodore Newton, Julian Noa
Texaco Star Theater	NBC 8-9pm	Kay Armen; The Continentals, vocal group
	WEDNESDAY DECEMBER 27	
Godfrey & Friends	CBS 8-9pm	Morton Downey; Jerry Colonna; Frank Parker
Four Star Revue	NBC 8-9pm	Jimmy Durante MC; Frances Langford; Bil & Cora Baird, puppeteers
Kraft Theater	NBC 9-10pm	Rip Van Winkle - by Washington Irving; adapted by Howard Lindsay from Joseph Jefferson's drama; with E.G. Marshall, Barbara Robbins, Larry Fletcher, Janie Alexander, Maurice Wells, Alan Schnapier, Katherine Bard
Somerset Maugham	CBS 9-9:30pm	Virtue - adapted by Agnes Ekhardt; with Ruth Mattison, Jack Merivale, Gerald Savory, Basil Howes, Rosalind Ivan, Booth Coleman
The Web	CBS 9:30-10pm	Stone Cold Dead - Richard Ellington; adap by Ellington & Arthur Heineman; with John Carradine, John Marriott, Catherine Mcleod, Richard Webb, Duke of Iron
Kate Smith	NBC 4-5pm	Irene Bordoni
	THURSDAY DECEMBER 28	
Holiday Hotel	ABC 9-9:30pm	Carol Bruce
Kay Kyser	NBC 9-10pm	Frances Faye, singer
Nash Airflyte	CBS 10:30-11pm	The Kind Mr. Smith - by William J. Locke; adapted by Norman Lessing; with Basil Rathbone

PROGRAM	NET TIME	GUESTS
		THURSDAY DECEMBER 28 (Continued)
Starlight Theater	CBS 8-8:30pm	Two White Horses - from a story by Christopher La Farge; adapted by Joseph Hayes; with Lee Bowman, Mary Sinclair, Melville Ruick, Ralph Riggs, Joe Latham, Norman Lehn
Alan Young Show	CBS 9-9:30pm	Robert Weede; Alan Mowbray; Jack Sheehan; Rhys Williams; Roland Winters, actor; Henry Rowland, actor
		FRIDAY DECEMBER 29
Cavalcade of Stars	DuM 10-11pm	Blanche Thebom, mezzo-soprano; Betty & Jean Kean; Jay Martin, singer
The Clock	NBC 9:30-10pm	The New Year Caper - orig by A.J. Russell;
Ford Theater	CBS 9-10pm	Cause for Suspicion - by Peggy Lamson; adapted by Joseph Liss; with Glenn Langan, Dean Harens, Sylvia Stone, Allen Nouris, Louisa Horton, Hugh Franklin, Harry Townes, Neil Fitzgerald, Ralph Longley
Penthouse Party	ABC 10-10:30pm	Joan Blondell; John Beal; Joan Brooks
Pulitzer Playhouse	ABC 9-10pm	Mrs. January & Mr. Ex- - by Zoe Akins; adapted by David Swift; with Melvin Douglas, Penny Singleton, Jack Hartley, Peter Fernandez, Esther Jane Coryell, Jacqueline de Witt
Star of the Family	CBS 10-10:30pm	Jerry Colonna

POSTSCRIPT TO LAST WEEK'S RATING ANALYSIS

Ratings are perhaps the touchiest subject in broadcasting. Perhaps that's why Ross Reports had numerous queries following last week's analysis,with regard to our methods of comparison. It is immediately necessary to point out that comparisons can only be made within each rating service, and not between rating services. Our September issue 2A goes into that matter fully.

In discussing the day-by-day competition for control of time segments, we were citing the Multi Market Telepulse for November. (Of course, Nielsen or other figures may be different).....In the comparative ratings for 1950 & 1949, we used Nielsen's NYC ratings for October because his November ratings are not available yet and because Nielsen had no national TV service a year ago.....In analyzing the Pulse Multi Market figures it is important to note that they are weighted averages of the individual city ratings, and that new cities added in the past year change the complexion of the ratings somewhat, although they remain substantially indicative. We have since secured the latest National Nielsen figures available to us (for the two weeks ending October 21) and they rank as follows: Texaco 63.6; Fireside Theater 47.5; Comedy Hour 44.5; Lights Out 42.3; Philco Playhouse 41.3; Lucky Strike Theater 41.1; Your Show of Shows 41.0; Mama 40.9; Lone Ranger 40.8; Man Against Crime 40.1.....Phil Frank of Nielsen points out that only Texaco & Lone Ranger remain from Nielsen's top ten of last March.

PROGRAM	DAY TIME	DESCRIPTION
		FRIDAY DECEMBER 29 (Continued)
Overnight Theater	TBC 3-6:30pm	Cry Wolfe Double - Free a short by Christopher Le Forest adapted by Jeremy Bagni; with Ian Bowman, Mary Nicholls, Matilda Ross, Philip Fisher, Jim Jackson, Bryan Tahn
Alan Young Show	CBC 5-5:30pm	Robert Weeks; Allan Darling; Jack Bowman; Hope Williams; Helen Winters, actor; Henry Jenkins, actor
		FRIDAY EVENING
Comedies of Errors	CBC 10-11pm	Slender Thread; Mary-Accident; Jerry & Jean Lewis; Jay Marvin, actor
The Clock	CBC 9:30-10pm	The Ten Year Dance - only to A.M., Midnight
Food Theater	TBC 9-10pm	Food for Philly - to Peter Ustinov; Wolves by Arnold Lian; with Lucie Lagoda, Jane Bowen, Philip Stone, Allan Morris, Julia Morris, Ann Phillips, Harry Jones, Paul Stevens, Philip Langley
Footloose Party	ABC 10-10:30pm	Jack Shuttleff; John Lewis; Jean Lewis
Military Platoon	ABC 9-10pm	Alan Jackson & Jack Ashley; Lt. Ashley wounded by Jewish Sergeant with Philip Langley, Peter Tingstrom, Jack Bentley, Peter Thomson, Arthur Jones Jones, Indignation by Ezra
Star of the Night	CBC 10-12:30am	Jerry Lewis

TOMORROW IN LAST WEEK'S BRITISH ANALYSIS

Nothing was replying the Canadian muddled in Washington. Perhaps there's who know Australia had suggested Dulles Jr. would's Kingsley, with regard to our methods of cooperation. It is Quantitative necessary to point out that cooperation can only be made within such rating services, are not between rating services. One important issue is also into the letter quality.

In discussing the day-to-day cooperation, for control of time segments, we were right the Audit Bureau Circulation for Newspaper. (Of course, Nielsen of other figures may be different)..... In the quantitative ratings for 1-00 & 1-00, we have adjusted 100 ratings for October because his November ratings are not available yet and because Nielsen had no material to provide a good measure. In analyzing the Audit Bureau figures is important to note that they are weighted average of the individual city ratings, and that our ratings based in the main upon Canada the population of the rating government, although they measure nationwide listening, we have alone measured the Larger Nielsen figures available to us. Too the two were quite informed and they work as follows. Toronto (7.8) Montreal (5.0) Quebec Cities (4.3) Ottawa (1.1) Hamilton (1.1) Toronto (Theater 4.1). Your show of Ottawa (1.0) from Montreal (1.0) Quebec Cities 1.1.....Not Ottawa or Hamilton points are that may remain a lower budget than Hamilton's top ten of Jack Kenny.

HARDIE FREIBERG'S SPOT CHECK, INC. HAS THE ANSWER -- BUT WHO'S TO PAY?

Since 1948, Hardie Freiberg has been trying to help advertisers and their agencies keep track of the way in which their spot commercials and kinescopes are handled on TV stations throughout the country. It's conceiveable that had his service received full acceptance he could have saved thousands of dollars of "lost" advertising funds that were never productive because of errors in handling and erratic programming by local stations.

The service has been stymied, however, by the problem of whether the advertiser or the agency is to pay. Both appreciate the value of Freiberg's data, but the advertiser has been loath to absorb any additional expense, claiming that he pays 15% to the agency for services such as this. At the same time, the agency, which generally nets little enough of that 15%, just can't afford to absorb any additional cost.....and finds itself embarrassed at pushing the matter too strongly with the advertiser, who already is spending fortunes with it.

This is not to imply that Spot Check is not already performing a useful function for a number of accounts. A number of leading agencies have been employing Freiberg's services since Tarcher first ordered a Benrus check in 1948. In most cases the agencies and their accounts have worked out some split on the relatively small costs in terms of money saved. This review of Spot Check is prompted by the belief that a greater awareness of what Spot Check is doing would encourage more advertisers and agencies to look more closely at how their spot and kinescope business is working

Essentially, Spot Check submits a weekly report on the reception of its clients spots and kinescopes in key television cities throughout the country. Personnel consists of qualified checkers appointed by the Regional Offices of the Veterans Administration, who work from basic charts that are supplemented by specific requests from clients. These veterans are paid per job done and their services are available on immediate call. Freiberg has package prices for the various checks he makes, but essentially, the client's cost id $1.25 per spot per market; $2.50 per 15 minute show per market; $3.00 per half-hour show per market; $4.00 per hour show per market.

Types of errors discovered through 1000 checks to and including last July 10 are indicated by the following data: In 10.2% of the checks the commercial spot did not appear at all....in 3.3% of the checks the commercial did not appear at the allocated time (at least four minutes early or late)....5.4% of the checks found that the audio portion of the commercial was indistinct, scratchy, not synchronized ....4.3% found the video portion too light, blurred, no synchronized, etc....16.5% found that there was a variation from the script, or rotation of films was not followed or scheduled films didn't appear.....in 17.3% of the checks there was double spotting before the commercial spot appeared.....10.8% double spotting afterward.... 13.5% had no interval between preceding program & the commercial, causing blur, etc.. 17.2% had no interval after the commercial, causing part of message to be lost, etc.. 1.5% found that the commercial was not projected as well as the adjacent programs.

Spot Check's address is at 270 Park Avenue, New York 17..MU 8-0230.

On the following three pages, Ross Reports features its periodic listing of Packages Available as submitted by some of its subscribers. Capsule writeups are by Emily Jordan from forms returned to us. Please excuse any slight mutations and notify us if corrections are necessary. Any submissions that arrived too late for publication in this issue will be included next week....deadline being Wedn. Dec 27.

(See last page of Talent Showsheet for comments on Ratings)

PACKAGES AVAILABLE

The following listings--including prices--were furnished by the producers indicated. All are ROSS REPORTS subscribers and this is a service to them.

AGENTS TELEVISION CORP - Irving Salkow
724 Fifth Ave JU 2-3885

A Day With Durocher - ½ hour weekly; film family series with Laraine Day & Leo Durocher; price range - $15,000.

Kimbar - ¼ or ½ hour, 1 to 5 times weekly; "Tarzan-type" jungle serial starring Steve Reeves; price range - 12,500, ½ hr; $6,500, per ¼ hr.

The Book of Life - ½ hour film dramatizations of Old Testament in color; 3 films available; price range - $7,500

COLUMBIA BROADCASTING SYSTEM
485 Madison Ave PL 5-2000
Tom Connally

Frank Sinatra Show - 1 hour weekly; with Ben Blue, Axel Stordahl & guests; price range - $12,500 for ½ hour. (9-10 Sat)

We Take Your Word - ½ hour weekly; John Daly, Abe Burrows & Tony Marvin & guests analyze meanings of words; price range - $4,575. (10:30-11 Tue)

Sure As Fate - 1 hour alternate weeks; dramatic series based on "trap man sets for himself or other men"; price range - $16,400. (8-9 alt Tue)

EHRLICH ASSOCIATES - Arthur Ehrlich
1819 Bway JU 6-5472

Turnabout - ½ hour weekly; MC Bob Sylvester & guest stars in dramtic turnabouts; price range - $8,500.

Target...You - 15 minutes; no. of times weekly open; Leland Stowe commenting on one subject per show; price range - $2,800 per 15 mins.

Cut The Camera - ½ hour weekly; Lanny Ross using old film clips to hypo young performers; price range - $4,300.

LEW & LESLIE GRADE - Nat Debin
250 West 57 JU 6-4190

Catherine Littlefield Ice Show - ½ hour weekly; all star-ice revue; price range - $7,500-8,500.

MAURICE C. DREICER PROGRAMS - Mr. Dreicer
998 Fifth Ave RE 7-3033

Numbers in the News - 15 min 5 times weekly; audience participation show using numbers based on headlines; tested on DuM & WRGB; price range - $100 per show or $400 per week.

What's In It? - ½ hour weekly or ¼ hour 5 times weekly; audience participation show with contestants guessing ingredients of dish; tested on N.Y. TV; price range - $200 per ½ hr; 750 per 5 ¼ hrs.

Are You A Heel? - ½ weekly or ¼ hr 5 times weekly; misconduct acted out with 3 judges determining degree of offense; tested on radio; price range - $300 per ½ hr; $1,000 for ¼ hr 5 times weekly.

G & W TELEVISION PROD'NS - Bob Whiteman
307 East 44 MU 5-4258

The Great Merlini - ½ hour weekly; with Chester Morris in a magic-crime series; tested on NBC; kine available; price range - $7,500

Fun With Felix - ½ hour weekly; audience participation show; tested on CBS; kine available; price range - $3,900

Science Fiction - ½ hour weekly series based on science fiction stories; price range - $5,500.

INCOM, Inc. - Robert Edwards
350 Fifth Ave LO 3-4802

The Adventures of Fabian Drew - ½ hour weekly; series written by Robert Edwards to be film in Italy 2/51; price range - $12,500-13,500.

ROGER KAY ENTERPRISES - Nan Marquand
666 Fifth Ave MU 8-2164

Portrait of a Woman - ½ hr weekly or ¼ hr 5 times weekly; series starring Ruth Chatterton of a mature woman's battle against loneliness; price - $8,000-14,000

The Cheater - ½ hr weekly; "name" as cosmopolite in stories of intrigue & suspense price range - $9,800 net.

Night Book - ½ hr weekly; a mood dramatic series; price range - $5,000.

PAUL KILLIAM - Mr. Killiam
551 Fifth Ave MU 2-1814

Tag the Gag - ½ hr weekly; guest panel guesses punchline of gags; scripts available; price range - $1,650.

Surprisin' Store - ½ hr weekly; comedy-variety show built around dep't store format; written by Harvey Bullock; price range - $3,200 up.

Knickerbocker Nights - ½ hr 5 times weekly; remote from the Old Knick Music Hall; price - $850 per ½ hr.

METROPOLITAN ARTISTS - Robert Moore, Jr
405 Lexington Ave OR 9-3930

By Quentin Reynolds - ½ hr weekly; Reynolds introducing & acting in adaptations of his short stories; price range - $12,500.

Carl Brisson Show - ½ hr weekly or ¼ hr 1-5 times weekly; Brisson in musical-variety show; price - open.

That Men May Live - ½ hr weekly; dramatic series based on medical profession written by Dr. Jack Weinstock & Willie Gilbert; price range - $8,000.

NASHT PROD'NS - Gene Seagle
1 East 53 MU 8-3323

Holiday in Paris - ½ hr weekly; musical-variety show filmes in Paris with Edith Piaf, Charles Trenet, etc; 13 films available; price - open.

NATIONAL ASS'N OF MANUFACTURERS
14 West 49 CI 5-6600
G. W. Johnstone

Industry on Parade - ¼ hr weekly; newsreel scenes "behind the gate" produced by NBC-TV & NAM AM & TV dept; price - no charge.

NATIONAL BROADCASTING CO
30 Rockefeller Pl CI 7-8300
Jack Kiermaier

Hawkins Falls - ¼ hr 5 times weekly; daytime serial writen by Doug Johnson; price range - $8,700 net. (This is a revamped version of the "Hawkins Falls" on NBC)

NATIONAL BROADCASTING CO (Continued)

Mrs. Roosevelt Meets the Public; ½ hr weekly discussion program; on NBC Sun 3:30-4pm; price range - $6000.

Cameo Theater - ½ hour weekly; "theater-in-the-round"; formerly on NBC; price range - $5,900.

NBC FILM DEP'T - John B. Cron

(The following packages are syndicated by the NBC-TV Film Department)

Public Prosecutor - 20 mins; once weekly, starring John Howard & Anne Gwynne in mystery drama; price range - varies with market.

Crusader Rabbit - 4 min; 5 times weekly; cartoon series; reached rating of 14.0 on coast; price - varies with market.

Jackson & Jill - ½ hr weekly; situation comedy with Tod Karnes & Helen Chapman; price - varies with market.

NATIONAL CONCERT & ARTISTS CORP
711 Fifth Ave PL 9-6000
Stephen J. Rose

Concert Hall - ½ hour weekly; narrator Gene Hamilton presenting leading Classical Talent; price - open.

Four Piano Ensemble - ½ hour weekly; especially arranged music for 4 pianos; price - open.

JACK PARTINGTON TV PROD'NS
1501 Bway LO 3-0029
Mr. Partington

Here's to Fun - ½ hour weekly; musical musical comedy with Wilton Clary, Mary Fallon; written by Ted Luce; kine available; price range - $7,500.

RADIO FEATURES of AMERICA - Oliver Nicoll
37 West 46 LU 2-5130

Elbaf's Fables - ½ hour alt weeks; original musical fables; price range - medium budget.

Watch Your Step - ½ hour weekly; give-away dance game with studio audience competing with home viewers; price range - medium budget.

WPIX - Ardien Rodner
220 East 42 MU 2-1234

Jackie Robinson's Sports Classroom - Robinson demonstrating sports pointers to fans; on PIX 7:15-7:30 Thu; price range - $350 - plus time.

Night Owl Theater -1¼ hrs; 6 times weekly; late eve feature film; 11:30-12:45am Mon-Sat; not available for mail order or participations; price range-$875 including time.

Six Gun Playhouse - 1 hour; 6 times weekly; western film 5:30-6:30 Mon-Sat; price range - 1 time - $200; 3 times - $550; 6 times -$1000 plus time.

SCREEN GEMS - Ralph Cohn
729 Seventh Ave CI 5-5044

Billy & Scrappy - ½ hour; no of times weekly open; film combining live action & animation & starring Billy Gilbert; 2 films available; price range - $3,500 per show.

Disc Jockey TV Toons - 2 3/4 minutes; animated cartoons to be played with pop tunes; 2 samples available; price range - on request.

Andy Devine's Frontier Theater - ½ hour no of times per week open; Andy Devine, Tim McCoy, Buck Jones in western stories; 2 samples available shortly; price range - on request.

SOUVAINE COMPANY - Richard Davidson
30 Rockefeller Pl CI 7-5666

TV Short Story Theater - ½ hour weekly; Top Repertory Company in dramatizations of world's best short stories.

Arena of Champions - one hour weekly; Jack Dempsey & boxing celebrities presenting studio-staged prize fights.

TV Musical Playhouse - one hour adaptations of top musical theater.

CARAVEL - Robert Bergmann
730 Fifth Ave CI 7-6111

Slick Goodlin, Test Pilot - ½ hr or a ¼ hr strip for kids & the family, with the famous test pilot showing film clips and discussing latest Aviation news.... approx $5500 for strip, $4000 for ½ hr

MARTIN STONE - Mr. Stone
4 West 58 MU 8-0585

Mystery Prince - ¼ hr; 3 or 5 times weekly; science fiction series; 14 scripts available; price - $1,500 per ¼.

The Powers' Models - ½ or ¼ hr weekly; daytime beauty instruction with John Robert Powers; price - open.

TV PROGRAMS - Edward Roberts
350 Fifth Ave CH 4-1374

The Adventures of Michael Shayne - ½ hr weekly; who-dun-it with Butt Haliday; price - on request.

The Frank Luther Show - ¼ hr 3 or 5 times weekly; Luther in children's show; kine available; price - on request.

TV Ice & Water Show - ½ hr weekly; ice & swimming stars; price - on request.

TELENEWS PRODUCTIONS - Charles Burris
630 Ninth Ave JU 6-2450

Daily Newsreel - 8 mins; 5 times weekly; filmed newsreel service; price - based on market.

Weekly Newsreel - 18 min; once weekly; price - based on market.

This Week in Sports - 12½ min; once weekly; price - based on market.

ED WOLF ASSOCIATES - Alan Gilbert
420 Madison Ave PL 5-7620

The Witch's Tale ½ hr weekly; Alonzo Dean Cole's supernatural tales; was on radio for 9 years.

The Better Half - ½ hr weekly; husbands & wives competing for giveaways; was on radio.

WOR-TV - Norman Livingston
1440 Broadway LO 4-8000

Trapped - ½ hr dramatic series weekly; a Harvey Marlowe production with a 7.6 NYC Pulse; 8:30-9pm Fridays; $885 plus time.

Bowery Music Hall - 1 hr variety show now on 8-9pm Wednesdays, and can be moved... $3600 including time or $300 per partic.

Talent Parade - 1 hr or ½ hr amateur talent show with a 5.2 NYC Pulse; net price is $1700 per hr or $850 per ½ hr.

BUSINESS AVAILABILITY (Continued)

[illegible] - Action drama [illegible]
[illegible] Dent Dr MO 3-1234

[illegible] Cinema - Location documentary sports [illegible] on VTR [illegible] movie [illegible] (color film) [illegible]

[illegible] Oil Studio - [illegible] Film [illegible] [illegible] not available for rent [illegible] [illegible]

[illegible] Film Laboratory - [illegible] weekly; [illegible] film [illegible] [illegible] - [illegible] time - [illegible] time - [illegible] film - [illegible] per time.

[illegible] Film - [illegible]
[illegible] Avenue [illegible]

[illegible] & Company - [illegible] weekly open [illegible] combining live action & animation & starring [illegible] children; [illegible] available; price range - [illegible] per show.

[illegible] TV Show - [illegible] minutes; [illegible] can be given with [illegible] tunes; [illegible] available; price range - on request.

[illegible] Director Theater - [illegible] [illegible] [illegible] [illegible] theater, [illegible] to [illegible] [illegible] available [illegible] price range - on request.

[illegible] Center - Richard [illegible]
[illegible] Stratfield Rd [illegible]

TV Short Story Theater - [illegible] weekly; [illegible] in dramatization [illegible] short stories.

[illegible] of Commerce - one hour weekly; [illegible] industrial [illegible] [illegible] analysis of the figure.

TV Musical Discovery - one hour adaptation of any musical [illegible].

[illegible] - Dance Studio
[illegible] Fifth Ave [illegible] 7-6111

Police Gazette, Your Pilot - [illegible] hr a [illegible] for kids & the family, with [illegible] your photo showing film [illegible] and discussing latest [illegible] news... average $[illegible] for weekly, $[illegible] for [illegible]

[illegible]

[illegible] - [illegible]
[illegible] [illegible]

[illegible] - [illegible]
[illegible] MO 8-0000

[illegible] Series - [illegible] or 3 or 5 times [illegible] [illegible] [illegible]; price - [illegible] per [illegible] [illegible].

The Travel Media - [illegible] or [illegible] hr weekly; [illegible] instructions with [illegible] [illegible]; price - [illegible].

[illegible] - [illegible]
[illegible] Fifth Ave [illegible] 4-[illegible]

The [illegible] of Mission Bluff - [illegible] hr [illegible] [illegible] [illegible] [illegible]; [illegible].

The Great Letter Day - [illegible] hr 3 or 5 times weekly; [illegible] [illegible] available; price - on request.

TV Film - Motor Show - [illegible] weekly; [illegible] [illegible]; price - on request.

[illegible] Productions - [illegible]
[illegible] Ave MO 6-[illegible]

Daily Journal - 8 sales, 3 times weekly; [illegible] [illegible]; price - based on [illegible].

Weekly Journal - 18 min; once weekly; price - based on [illegible].

This Week in Sports - [illegible]; once weekly; price - based on [illegible].

[illegible] - [illegible]
[illegible] RE 3-[illegible]

The Mitch's Show - [illegible] hr weekly; Alonzo [illegible] [illegible] [illegible]; [illegible] available for 3 years.

The Series Bill - [illegible] hr weekly; [illegible] [illegible] [illegible] [illegible] [illegible].

[illegible] - [illegible]
[illegible] Broadway [illegible] 4-[illegible]

[illegible] - [illegible] weekly; a [illegible] [illegible] with a 7.0 [illegible] [illegible]; $[illegible] plus [illegible].

[illegible] Bill - 1 hr weekly plus [illegible] [illegible], but can be moved... [illegible] [illegible] plus or $[illegible] per [illegible].

[illegible] Tuesday - 1 hr or [illegible] hr [illegible] show with a 7.0 [illegible]; not [illegible] is $[illegible] per hr or $[illegible] per [illegible] hr.

ROSS REPORTS 2nd ANNUAL POLL OF SUBSCRIBERS

Jan 1 '51

To our best knowledge, our subscriber poll last January was the first and only such opportunity that a cross-section of television's programmers has had to take stock of accomplishments...express personal reactions and opinions...and generally to act as a sounding board for a professional critique of programs and trends.

Why a poll? Well, Ben Gross in reviewing last year's results called it a healthy act on the part of you people who put shows together. For you - our subscribers - represent every phase of programming: executives at networks, stations, advertising agencies, independent production firms, station representatives, sponsors, commercials producers, talent agencies, lawyers, film distributors, motion picture companies, magazines and newspapers, the trade press....or you're writers, performers, designers, announcers, time salesmen, time buyers, and even just plain viewers.

Last year - replying with obvious enthusiasm - you called the turn on such developments as daytime television....you predicted that advertising (as opposed to subscriber TV) would be able to support the costs of the medium....you affirmed that the ad agencies would assume more and more production responsibility....you called 1949 "Television's shakedown year"....you predicted record receiver sales...you chose "Kukla,Fran & Ollie", Dave Garroway, Milton Berle, The Goldbergs, Faye Emerson, "Studio One", "The Paul Whiteman Revue" and many others for honors.

You failed to predict in last year's poll: the development of late evening network programming....you anticipated the lifting of the freeze on stations....some of you thought a network would fail....Berle would decline in favor of new stars....you of course didn't know about such developments as "The Saturday Night Revue", "The Colgate Comedy Hour" or "Four Star Revue"....and we wish one of you had been right in his prediction about Ross Reports buying out Variety. Of course, none predicted the most significant happening of all - the Korean War.

At this time - in the light of both the international crisis and the rapid progress television programming has made - your opinions should carry a great deal of weight for both your fellows in the trade and for the general public. We hope you will regard this poll as an important one, giving careful consideration to the posers we've thought up.....and you should have some fun with all this too. All we ask by way of identification is for you to cite whichever category listed in paragraph 2 fits you.

Category (sponsor, actor, network producer, etc.)_____

1. Your forecast as to program trends in '51 (more film, less sports coverage, revival of Quiz Shows, etc.)

_____

_____

2. Are you satisfied with TV's program development in '50. If not, why not?_____

_____

3. What effects will the rise in talent fees have on productions? (smaller casts, less rehearsal, others)

_____

_____

4. What evidences of major film studio activity will there be? (more stars available, actual production for TV, etc.)

_____

5. What effect will the national emergency have on programs (more lavish because of excess profits tax, remotes from army camps, others)? _____

_____

6. Does present day kinescope compare in quality with film, is it good enough? _____

_____

7. Have you any thoughts on Rating Services? (which is best & why? Should there be a move to come up with a new universal service combining the best features of all. is this possible?) _____

_____

8. About the resurgence of radio -- do you see it happening? Will it happen? What are you personally doing about it? Other thoughts _____

_____

9. On Network versus Regional and Local Spot Advertising, from your standpoint which pays off more & why? If a producer, which of these two outlets are you aiming at?

_____

_____

10. Have you any thoughts on whether or not advertisers can continue to support the medium...what solutions have you? _____

_____

11. What will be the biggest Television News of 1951? _____

_____

12. Can you foresee one star (talent) or show soaring to the top? _____

_____

13. What other personal reactions or opinions or theories would you like to advance about anything and everything relating to Television programming? _____

_____

_____

_____

_____

_____

_____

** These questions are meant to be provocative. Please answer only those on which you care to comment....and don't be frightened by the number of them. All three of these pages should make for a nice evening in front of the fireplace. If you return them promptly, we'll have the results analyzed by January 20th.....make a New Year's resolution to do so soon.

The final analysis must point to Neilsen, Pulse, Hooper and other rating services, but as individuals and as creative programmers you must often long for an opportunity to express your own views on the questions below.

Enough of these fan polls -- this questionaire should be answered from the viewpoint of the professional. We promise your views an airing, and we think it will be good fun for your to compare your selections with those of your collegues, competitors and constituents. No identification is necessary other than the following:

Your Professional Category (as on first poll page):_____

All Questions Relate to Network Programs or Local NYC Programs - 1950

1. Show I make a point of seeing_____
2. Show that sold the most sets_____
3. Most original format_____
4. Most ambitious undertaking_____
5. Most steadily improving_____
6. Show that was "Pure Television"_____
7. Best TV adapta of Radio Show_____
8. Best out-of-NYC origination_____
9. Greatest Sponsor Identifica_____
10. Best kinescoped show_____
11. Top all-around Male Star_____
12. Top Male Comedian_____
13. Top Male Actor_____
14. Top Male Discovery_____
15. Top Female Star of a Show_____
16. Top Female Actress_____
17. Top Female discovery_____
18. Most overworked guest_____
19. Top job of guesting _____
20. Show with best settings_____
21. Most memorable script_____
22. The MC who's "just right"_____
23. Pleasing sports announcer_____
24. Effective musical background_____
25. Top Special Event_____
26. Best dramatic Program_____
27. Best situation comedy_____
28. Smoothest production_____
29. Top variety show_____
30. Biggest slump_____
31. 1949 show I miss_____
32. Best panel quiz_____
33. Show most suited to sponsor_____
34. Top TV Producer_____
35. Palatable Daytime Show_____
36. Top interviewer_____
37. Most original commercial_____
38. Top Film Show for TV_____
39. Commercial that sells_____
40. Pet Peeve - show_____

OTHER COMMENTS: (nominations, etc.)_____

_____

Return to -- ROSS REPORTS -- 551 Fifth Avenue, New York 17, NY

The final analysis must point to Philips, Tolan, Bloomer and other rating measures, but we initially did an analysis procedure on each other item for an individual. It varies your own place on the questions below.

Which of these ten traits -- this questionnaire tries to measure (from the viewpoint of the psychologist), is people you know as having and be taken as being be good for the job in question your selections with those in your opinion, some items and questions. [illegible] Indicate other ones the following:

Your Relationship (Answer for no more than this year)? _____

(1) Question Being in Bloomer/Tolan or Lost (2) Personal [illegible]

1. Does I have a sense of humor? _____ 11. Just sensitive with? _____
2. Does [illegible] [illegible] well? _____ 12. Is Mr. Tolan's [illegible] right? _____
3. Does critical [illegible] _____ 13. Definition [illegible] _____
4. Does [illegible] _____ 14. Attractive [illegible] _____
5. Does [illegible] _____ 15. Do [illegible] _____
6. Does [illegible] _____ 16. Are [illegible] _____
7. Does [illegible] _____ 17. Are [illegible] _____
8. Do I [illegible] _____ 18. Dominant [illegible] _____
9. [illegible] _____ 19. Do [illegible] _____
10. Does [illegible] _____ 20. Bloomer [illegible] _____
21. Do all-around [illegible] _____ 22. Does [illegible] _____
23. Do [illegible] _____ 24. Does [illegible] _____
25. Do [illegible] _____ 26. Does [illegible] _____
27. Do [illegible] _____ 28. Do I [illegible] _____
29. Do [illegible] _____ 30. [illegible] _____
31. Do [illegible] _____ 32. Do [illegible] _____
33. Do [illegible] _____ 34. Bloomer [illegible] _____
35. Does [illegible] _____ 36. Do file [illegible] _____
37. Do [illegible] _____ 38. [illegible] _____
39. Does [illegible] _____ 40. Do [illegible] _____

[illegible] (Comments, etc.)

_____

_____

Point is -- Not Bloomer -- Not Tolan Tomorrow, Or Just Is. If

[illegible]

Ross Reports

ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross VOL. 2 NO. 10 DEC 31 - JAN 6, 1951
RESEARCH: Robert Cinader SUPPLEMENT A

ACCOMPLISHMENTS OF '50 DIMMED BY UNCERTAINTIES FOR '51;
GOV'T RESTRICTIONS, COAX CABLE TO COAST, COLOR, HIGH COSTS ARE FACTORS

By all rights, the year's end should find television programming executives exuberant about progress made and about the prospects for 1951 -- for TV grew up this last year in tropical fashion. To fully establish it as the fastest-maturing industry of all time it needed only such '51 accomplishments as: extension of the coaxial cable to the west coast, lifting of the freeze on stations, commercial development of color telecasting, and establishment of feasible wage standards for its creative and performing talent.

Barring emergency limitations brought on by the international crisis all this could normally have been achieved. AT&T has announced that the final cable link between Omaha and San Francisco can be completed before the end of the year (it already has tied SF and LA together)....meanwhile some 179 requests for FCC Channel allocations are on file.....and such late developments as the CBS demonstration of its 17 inch direct-view, multi-color tube make commercial color telecasts attainable.

Other progressive moves such as the creation of Sylvania Awards to outstanding creative people such as directors, writers, performers and the like..... as well as development of practicable wages and working standards (the AFM is currently meeting in Chicago & other unions are moving with determination).....give evidence that TV programming's maturity would normally be not too far in the offing.

The big stumbling block is of course the likely restrictions imposed by governmental emergency measures. Allocation of precious cobalt and assignment of war projects have already so strapped receiver manufacturers that, as Ben Abrams of Emerson puts it - "such considerations as color have been pushed right to the bottom of my worry heap." Status of the color dispute at year's end finds a Chicago court decision in favor of CBS, although commercial development is restricted until after April 1, and a continuation of the struggle by RCA up through the courts is a likelihood. Color is no more affected than black & white by materiel allocations of the National Production Authority, but concentration on its development seems unlikely.

Two other significant issues gain prominence at the turn of the year: CBS has requested all employees for a loyalty statement to the question "have you been a member of communist or fascist organizations?"....in a move designed to "insure that broadcasting activities will not be interrupted by sabotage, & so that the full confidence of listeners and viewers will not be impaired." Also, just announced is the six year buy of World Series & All-Star Baseball TV rights by Gillette for $6,000,000 (plus $1,370,000 for radio). Moving in an opposite direction, Crosley's Cincinnati outlet had staged on December 30 a heavyweight wrestling championship with a $5000 purse, exclusively for TV....& at the same time, Phonevision is finally ready on January 1 to start its subscriber showings of films at $1 each, for 300 test families in Chicago, while a different subscriber service, Skiatron, has been holding NYC demonstrations.

THIS WEEK--DEBUTS, HIGHLIGHTS, FUTURES

Sun(31) - CBS(Ch2) 11:15am-12:15pm; HIGHLIGHT; Fun For '51; from WCBS-TV to the Net variety show with Ed Sullivan, MC; Arthur Godfrey, Ken Murray, others; Producer - Marlo Lewis; Director - John Wray.

10-10:30pm; HIGHLIGHT; Celebrity Time; from WCBS-TV to the Net; Conrad Nagel introduces newsreel & documentary film clips of the highlights of the last 80 years, narrated by Don Hollenbeck & written by David Davidson; no panel quiz this night; Ralph Nelson directs and Richard Lewine produces for World Video.

PIX(Ch11) 11pm-2am; HIGHLIGHT; United Hospital Fund Appeal; appearances by celebrities including: Sid Caesar, Patti Page, Jackie Robinson, Jimmy Powers, Jerry Lester, Henny Youngman, others; Directors - Warren Wade, Bob McCahon, Al Hartigan, Lou Ames, WPIX.

Mon(1) - ABC(Ch7) 6:30-6:45pm M-W-F; CHANGE; Tom Corbett, Space Cadet; from WJZ-TV to to the ABC Net; program switches from CBS-TV; same Sponsor - Kellogg's (K&E); same Packager - Rockhill.

CBS(Ch2) 6:30-7pm; CHANGE, The Alan Dale Show moves to this time, daily.

1:30-2:30pm; HIGHLIGHT; Challenge of the '50s; from WCBS-TV to the CBS Net; year-end report by CBS correspondents with Ed Murrow as chairman; Sponsor - Chevrolet Dealers; Agency - Campbell-Ewald.

2:15-2:30pm; CHANGE; Garry Moore Show; from WCBS-TV to the CBS Net; this segment picks up M-W-F Sponsor - Cavalier Cigarettes; Agency - William Esty; Producer - Herb Sanford, CBS.

DUM(Ch5) 12:30-1pm M-F; RENEWAL; Johnny Olsen Rumpus Room; from WABD to E Net; Premier Foods renews for 52 weeks (Peck) on E Net.

NBC(Ch4) 4-5pm M-F; CHANGE; Kate Smith to NBC Net; sold out (see last wk)

WOR(Ch9) 11:30-12N; DEBUT; Women Talk It Over; panel discussion with Femcee Shirley Eder, housewives & a guest expert or personality; Packager - Telefeatures, Inc.; guest this date - Charles Korvin; Jan 5 guest - Harriet VanHorne; Monday & Friday only.

Tue(2) - ABC(Ch7) 2:15-2:30pm T & Th; DEBUT; Success Story; on WJZ-TV only; Betty Furness interviews successful men & women in business and the professions; Packager - Lester Lewis; Sponsor - Int'l Silver for 1847 Rogers Bros.; Agency - Y&R; guest - Pro autograph dealer, Miss Mary Benjamin, on first program.

CBS(Ch2) 7:45-8pm T & Th; CHANGE; Stork Club; changes time and picks up Sponsor for these two segments - Fatima Cigarettes; Agency - Cunningham & Walsh; Arthur Godfrey guests for Sherman Billingsley & Virginia Peine on first sponsored show; Producer - Myron Dutton; Alex Thurn-Taxis, CBS, directs. Sat segment unsponsored.

Wed(3) - CBS(Ch2) 10pm; HIGHLIGHT; Joe Louis-Freddie Beshore Fight from WJBK-TV Detroit to CBS network; Sponsor - Pabst; Agency - Warwick & Legler; Commentary by Ted Husing.

Special color showing (via the closed circuit to 401 5th Avenue) of the Tournement of Roses Parade - starts this date.

PIX(Ch11) 6:45-7pm M-S; CHANGE; The Jimmy Powers Show seen this time on WPIX will be kinescoped and sponsored in 5 other markets by its Sponsor - Howard Clothes (Peck); Director - Bob McCahon, WPIX.

THIS WEEK--DEBUTS, HIGHLIGHTS, FUTURES (Continued)

Thu(4) - CBS(Ch2) 6:45-7pm Thursdays; DEBUT; The Lilli Palmer Show on WCBS-TV only; chatter & interviews; Sponsor - Ponds Cold Cream; Agency - J. Walter Thompson; Producer - Charles Kebbe; Director - Alfred Scott (replaces segment of the Alan Dale Show).

NBC(Ch4) 9-10pm Thursdays; DEBUT; The Ford Star Revue; from WNBT to the NBC Net; replaces Kay Kyser for the same Sponsor - Ford Dealers of Amer; Agency - JWT; with Jack Haley, Mindy Carson & variety guests (was on this summer); Producer - Buz Kulik, JWT; Stager - Robert Gordon; Associ Prod - Robert Quigley; Writers - Ed Simmons & Norman Lear; Sets & Costumes - Stewart Chaney; Choreog - Ted Adolphus & dancers; Music - Carl Hoff (see talent showsheet).

Fri(5) - ABC(Ch7) 8:30-9pm Fridays; CHANGE; Penthouse Party moves to new time.

Sat(6) - NBC(Ch4) 6:30-7pm alternate Saturdays; CHANGE; Say It With Acting; from WNBT to 18 sta on the NBC Net & 3 kine; with Maggi McNellis & Bud Collyer as MCs; familiar charade program changes time, goes network and picks up Sponsor - Brown Shoe Co; Agency - Leo Burnett; Packager - MCA.

LAST WEEK'S ARRIVALS, CHANGES

CBS -- Started its Sunday morning schedule with 10am - Western Film Series; 11am - Chuck Wagon; 11:30 - Ship Ahoy; 12:30 - Bill Leonard (see last issue).

The Steve Allen Show; 7-7:30pm weekdays to the CBS net; comedy-variety program

ABC -- Faye Emerson Show moved to ABC at 7:15-7:30pm M-W-F; now on film; same Sponsor Pepsi-Cola; Agency - Biow; Producer - Gil Fates; Director - Alex Leftwich.

FUTURES

Jan 7 -- CBS -- Eric Sevareid & The News; 5:45-6pm Sundays; from WTOP Wash to CBS Net Sponsor - Chamberlain's Lotion.....weekly news review.

CBS -- Lamp Unto My Feet; 4:30-5pm Sundays; institutes new film series, the first religious films produced for TV using marionettes in four plays based on biblical parables; Produced by the Protestant Radio Commission under the supervision of the Rev Everett C. Parker; Marionettes made by Mabel Beaton & settings by Leslie Beaton; Puppet Master - David Pritchard; Scripts - Nina Mullen; Music - Morris Mamorsky; Producer - Isabel Redman, CBS; films are in color; a panel composed of Red Barber, Dr. Norman Vincent Peale & a guest for each of the 4 weeks will discuss the relation of the parables to everyday living.

Jan 14 - CBS -- Toast of the Town will feature a return appearance of Margaret Truman

NBC -- Colgate Comedy Hour 8-9pm; will feature the whole "Broadway Open House troupe headed by Jerry Lester.

January- CBS -- The Jack Benny Show 7:30-8pm one Sunday this month will replace This Is Show Business for Lucky Strike.....details not set.

Jan 20 - ABC -- Theater of Romance 11-11:30am alternate Saturday mornings; adaptation of Faith Baldwin material featuring Broadway & Hollywood stars; Sponsor - Maidenform Brassieres; Agency - Weintraub.

Feb 16 - ABC -- Kid Quiz Show set for 15 minutes on M & W; time not set; Sponsor - Sam Smith Shoe Co; Agency - Dancer-Fitzgerald- Sample.

PROGRAM	NET TIME	GUESTS
		FRIDAY DECEMBER 29
Cavalcade Of Stars	DuM 10-11pm	Blanche Thebom, mezzo-soprano; Betty & Jean Kean; Jay Martin, singer
The Clock	NBC 9:30-10pm	The New Year Caper - orig. by A.J. Russell; with John Van Dreelan, Patricia Wheel, Frank Stevens
Ford Theater	CBS 9-10pm	Cause for Suspicion - by Peggy Lamson; adapted by Joseph Liss; with Glenn Langan, Dean Harens, Sylvia Stone, Allen Nouris, Louisa Horton, Hugh Franklin, Harry Townes, Neil Fitzgerald, Ralph Longley
Hands of Mystery	DuM 9-9:30pm	Transfer to Death - with Frances Reid, Jerome Thor, Isabel Price, William Mendrick
Mohawk Showroom	NBC 7:30-7:45pm	Pee-Wee Irwin and Band
Kate Smith	NBC 4-5pm	Joey Faye
Versatile Varities	NBC 9-9:30pm	Dick Foran, Francine White, Alsten & Young
We, the People	NBC 8:30-9pm	A.W. Hamill, pioneer oil prospector
Trapped	WOR 8:30-9pm	Midnight Murder - with Lee Henry, Mary Fanelle, Camille Pickett, Richard Farmer
Rocky King	DuM 9:30-10pm	With Leslie Paul, Bernard Kates, Kitty Cosgriff, Earl Gilbert
		SATURDAY DECEMBER 30
Jack Carter	NBC 8-9pm	Boris Karloff, Beatrice Kay, The Great Ballantine
Ken Murray	CBS 9-10pm	Ralph Bunche, Milton Berle, Ezzard Charles, Phil Rizzuto, Ben Hogan, Eileen Barton, Nat Holman, Eddie Erdelatz, Gloria Swanson, Florence Chadwick, Mayor Impellitteri -- all leaders in their field during 1950.
Your Show of Shows	NBC 9-10:30pm	Arlene Francis, guest MC
		SUNDAY DECEMBER 31
Arthur Murray	DuM 9-10pm	Joan Blondell, Jackie Gleason, Marilyn Cantor, Dr. Franz Polgar
Celebrity Time	CBS 10-10:30pm	Don Hollenbeck & a 50 year News Quiz
Colgate Comedy Time	NBC 8-9pm	Eddie Cantor, emcee; Ida Cantor, Ed Wynn, Danny Thomas, Sigmund Romberg, Estelle Sloane, Charlie Cantor, Irving Fields Trio, Joyce Randolph, Boliana Ivanko,
Leave it to the Girls	NBC 7-7:30pm	Peggy Ann Garner, Sarah Churchill, Harriet Van Horne, William Bradford Huie

Picture	Day Time	Movie
Twelfth Night		
Theatre of Dreams	DAN 10-12:00 Dorothy Thorne, [illegible]; Sally [illegible] Sam Bond, [illegible] Martin, [illegible]	
The Circle	ABC 2:15-4:00 The New Jack Cheyne [illegible] wife and the [illegible], Jennifer [illegible], Frank [illegible]	
Fred Sanford	CBS 3-4:00 Comic [illegible] — [illegible] Lamont; [illegible] by [illegible] [illegible] Cosby [illegible], Tom [illegible], [illegible] Atlas [illegible], Sandra [illegible], Sam [illegible], [illegible] Martin [illegible], Allen Ludden	
Hour of Discovery	DAN 2-3:00 Theodore [illegible] — [illegible] Thomas [illegible], [illegible] Jerry Jones, [illegible] Price, William [illegible]	
[illegible]	NBC 11:30-1:00 [illegible] Lewis and [illegible]	
[illegible]	CBS [illegible] Gong Show	
Hawaii's Fighting	ABC 3-4:30 Jack Lord [illegible] Vera, [illegible]	
[illegible]	CBS [illegible] [illegible], [illegible]	
Tonight	NBC [illegible] Mitchell [illegible] Jane Seymour, [illegible] Buddy [illegible], [illegible]	
Good Guys	CBS [illegible] Alice Ghostley [illegible]	
Saturday Morning, 30		
Gulf Coast	NBC Cross [illegible], [illegible], [illegible]	
Bob Jones	CBS 9-10:00 Bob's Bunch, [illegible] Jones, [illegible] Jones, [illegible] Williams, [illegible], [illegible], [illegible]	
Bob Hope of Shows	NBC 9-10:30 [illegible]	
Saturday Morning, 31		
Yogi's Bunch	ABC 9-10:00 [illegible] Monroe, [illegible], [illegible]	
Tomorrow's Time	CBS 10-11:00 [illegible]	
Saturday Cartoon Show	NBC 9-10:00 [illegible] Smith, [illegible], [illegible] Jim Davis, [illegible] Thomas, [illegible] Bradley, [illegible] Cooper, [illegible] Vinnie Tate, [illegible], [illegible], [illegible]	
Where It Is Or Isn't	ABC 9-11:00 Bruce Ann Gordon, [illegible] Cornwall, [illegible] Jim Morse, William [illegible]	

PROGRAM	NET TIME	GUESTS
	SUNDAY DECEMBER 31(Continued)	
Philco Playhouse	NBC 9-10pm	Leaf out of a Book - by Margaret Cousins; adapted by Stephen De Baun; with Vicki Cummings, Grace Kelly, Lauren Gilbert, Dorothy Elder
Showtime, USA	ABC 7:30-8pm	Betty & Jane Kean, Lauritz Melchior, Gloria Swanson, Jose Ferrer in scene from "20th Century"
Paul Whiteman Revue	ABC 7-7:30pm	Jane Froman, Maureen Cannon
Bigelow Theater	CBS 6-6:30pm	Double Feature - orig by Irene Winston; with Diana Lynn, Don Defore, Russell Hicks, Tom Conway
This is Show Business	CBS 7:30-8pm	Sally Benson, Frankie Carle, Morey Amsterdam, Nina Alban
Toast of the Town	CBS 8-9pm	Ben Wrigley, Garry Moore, Mimi Benzell
	MONDAY JANUARY 1	
Hollywood Screen Test	ABC 7:30-8pm	Edward Everett Horton, lead; John Seymour & Barbara Brady, tests
Lights Out	NBC 9-9:30pm	The Haunted Skyscraper - by Ferrin Frazer; with Felicia Montealegre, Virginia Gilmore, Don Dickinson, Ralph Sumter, Frank Marth, Richard Wigginton, Sandra Ann Wigginton
Lux Video Theater	CBS 8-8:30pm	A Well Remembered Voice - by James M. Barrie; with Brian Aherne, Renee Gadd, Denholm Elliot, Karen Leslie, Oswald Marshall, Robin Craven
Lucky Strike Theater	NBC 9:30-10:30pm	Kiss and Tell - by F. Hugh Herbert; adapted by Irving Gaynor Neiman; with Betty Caulfield, Walter Abel, Anne Seymour, William Windom, Charles Mullen, Herbie Walsh, Ann Sorg, Grace Kelly, Walter Klavun, Joseph Boland, Tom Reynolds, Charlotte Knight
Kate Smith	NBC 4-5pm	Frank Marlowe, Joe Howard
Voice of Firestone	NBC 8:30-9pm	James Melton
Studio One	CBS 10-11pm	Collector's Item - by Lillian Day & Alfred Golden; adapted by Allen Boretz; with Walter Slezak, David Opotashu, Florence Stanley, Lucie Lancaster, Roy Johnson, Biff Elliot, Gloria Stroock, Phyllis Povah, Pat Gaye, Elmer Laire, Laura Pierpont, Fred Scollay
Talent Scouts	CBS 8:30-9pm	Walker Edmiston, singing impersonator; Nito, singer-guitarist; Barbara Lynn, singer; Nathan Goldstein, violinist
Meet Buddy Rogers	WOR 1-1:30pm	Richard Arlen

PROGRAM	DAY TIME	CASTING
SUNDAY MATINEES 3:(Continued)		
Rialto Playhouse	NEW 2-1/2hr. Lady Darned a Duck - by Maryann Donnell; directed by Jerome De Haven; with Frank Cassidy, Irene Kelly, James Williams, Dorothy Tyler.	
Shirley Theatre	CONT. 1-1/2hr. Dirty's Down Home, Dorothy Malcolm, Gloria Sessions, Jim Powers in comic Lion Tamer Sketch.	
Fort Pleasant Playhouse	NEW 1-1/2hr. Jane Foster, Harrison Conway.	
Melodic Theatre	CONT. 2-1/2hr. Jungle Fantasy - music by James Clement with Dixie Lynn, Joe Lathrop, Harold Blake, Vic Conway.	
Cole's Grand Pavilion	CONT. 1:20-2hr. Billy Brooks, Freddie Harris, Nancy Anderson, Tina Adams.	
Court of the Town	CONT. 2-2hr. Bob Grizzly, Jerry Avery, Mae Donnell.	
MONDAY EVENING A		
Hollywood Drive-In Theatre	NEW 7:30-9hr. Monkey Business Revue, Jerry Lewis, Marilyn Monroe & Barbara Rush, Movie.	
Sidney Cut	NEW 8-9:15hr. The Wicked Generation - by Steven Stewart; with Barbara Stanwyck, Frankie Albert, Don Dubbins, Ralph Meeker, Frank Lovejoy, Richard Widmark, Brenda Marshall.	
Lux Video Theatre	CONT. 8-9:15hr. A Matter of Conscience - by Donna M. Lewis; with Brian Donlevy, Donna Reed, Jeanette Nolan, Barry Sullivan, Donald Woodward, Anne Francis.	
Lyric Movie Theatre	NEW 7:30-10:30hr. Fire Line Test - by F. Ross Peterson; adapted by Jeffrey Dupre; directed with Mary Conrad, Walter Abel, Alan Sherman, Jillian Sullivan, Charles Mullen, Barbara Allen, Ann Harrington, Billy Carter Kimmel, Joseph Sullard, Tom Reynolds, Jacqueline Dufour.	
Elite Hotel	NEW 8-9hr. Frank Murphy, The Crooner	
Tribune of Literature	NEW 8:30-9hr. Jerome Moldon	
Jewels Cue	CONT. 10-11hr. Goldsworth Time - by William Ian & Alfred Gardner; directed by Allen Sherman; with Walter Hasson, Brenda Marshall, Florence Bancroft, Jackie Lawrence, Jay Jonnson, Bill Allen, Gloria Sherman, Phillip Brown, Pat Drew, Elmer Jaire, Lucas Jackson, Jane Bradley.	
Rialto Lounge	CONT. 7:30-10hr. Walter Hartman, Pianist; Lawrence Ritz, Saxophone; Jerome Alderman, Guitar; Jack Alvarez, Drums; Columbia, Vocalist.	
Cool Breeze Lounge	CONT. 8-11:30hr. Johnny Arlo	

PROGRAM	NET TIME	GUESTS
		TUESDAY JANUARY 2
Armstrong Circle Theater	NBC 9:30-10pm	That Man is Mine - by Ruth Woodman; with Margaret Lindsay, Philip Reed, Kathleen McLean, Betty Wragge, Regina Jouvin, Denise Alexander
Fireside Theater	NBC 9-9:30pm	Flight 13 - by David Boehm & Joseph Mischel; with Walter Coy, Pat Dane, Dorothy Bruce, Jack Daly, Joanne Rufo, Bea Humphrie
Danger	CBS 10-10:30pm	Charles Markham, Antique Dealer - by John Dickson Carr; adapted by Sheldon Reynolds; with Jerome Thor, Marianne Stewart, Richard Frazer, Alan Manson
Cavalcade of Bands	DuM 9-10pm	Skitch Henderson, Henny Youngman, Marion Morgan, Lewis & Van, Rita & Allen Farrell
Billy Rose Show	ABC 9-9:30pm	Pick-Up - adapted by Jed Harris from a Billy Rose original; with Don Cook, Dolly Haas, Jack Albertson, Alfred Hesse, Sam Alexander, Joseph Littau, Raymond Roe, & Mary Frances Helm
Kate Smith	NBC 4-5pm	Donald Buka, Grace Coppin, Bill Norvas & the Upstarts, Bob Dupont, Patsy Thomas & the Freshman
Suspense	CBS 9:30-10pm	Death in the River - by Anna Catherine Green; adapted by Halsted Welles; with Francis Sullivan, Cloris Leachman, James Noble, Morton L. Stevens, Henry Jones, Julian Noa, George Englund, Mario Gallo, James Nolan
Texaco Star Theater	NBC 8-9pm	Ken Murray, guest MC; Johnny Johnston, singer
Stork Club	CBS 7:45-8pm	Arthur Godfrey
Prudential Playhouse	CBS 8-9pm	Burlesque - by George Manker Watters & Arthur Hopkins; adapted by David Shaw; with Bert Lahr, Carol Stone, Donald Curtis, Haila Stoddard, Betty Underwood, John Sylvester
		WEDNESDAY JANUARY 3
Dinner at Sardi's	WOR 7:30-8pm	Bela Lugosi, Richard Arlen, Arch Oboler
Kraft TV Playhouse	NBC 9-10pm	Paper Moon - by Peggy Phillips; with Frances Robinson, Richard Kiley
Kate Smith	NBC 4-5pm	Marlowe & Adrian, the Skylarks, Maud Hilton
Four Star Revue	NBC 8-9pm	Danny Thomas, MC; Lisa Kirk, Corinne & Tito Valdez, dance team; Julie Oshins, Lawrence Fletcher, Arnold Stang

PROGRAM	NET TIME	DESCRIPTION

TUESDAY EVENING 2

Lawrence Welk Theatre	[illegible] 9:30-10pm	Wed. Nov 16 Edge - by Mark Armstrong; with Margaret Lockwood, Michael Gwynn, Eileen Atkins, Derek Godfrey, Angela Douglas, Charles Lamont
Riverside Theatre	[illegible] 9:30-10pm	Flight 23 - by David Shaw & Joseph Stefano with Walter Coy, Ben Piazza, Jerome Dwyer, Jack Kelly, Joanne Nun, Ben Wright
Sanctuary	[illegible] CBS 10-10:30pm	Sanctuary Premiere, Antique Dealer - by John Stefano; Carol Lawrence as Sylvia Bertolini, with Terence Knox, Richard Sawyer, Richard Evans, John Lowery
Serenade de Paris	[illegible] Pub 9-10pm	Guest Soloists Lawrence, Henry Jacques, Marion Hutton, Lewis & Van, Rita & Allen Jones/A
Still Love Story	ABC 9-10:30pm	Pilot - adapted by Ann Lowe from a Philip Rose original. With Jon Cedar, Judy Tyler, Jack Albertson, Alfred Drake, Ann Alexander, Lynn Alberta Hayward Jones; A Jerry Freeman Pilot
Talk Shows	[illegible] PBS 4-5pm	Home Town Show, Warren Tyler, Jerry Rotundo & the Upsteers, Sue Ingram, Shirley Fleming & the Dreamers
Theatre	[illegible] CBS 9:30-10:30pm	Poems in the Night - by Anna Catherine Green, adapted by Jeffrey Hudson; with Dennis Weaver, Patricia Lawrence, Jean Allin, Trevis L. Stevens, Barry Jones, Julian Fox, George Takumi, Merle Cella, Jerry Hogan
Tomorrow Under Israel	[illegible] [illegible] 6:30pm	Guest Jon Murray, host Mr. Sidney Omarson, singer
Wonderful World	[illegible] ABC 7:30pm	Tuesday Service Quarterly
Football Telecast	[illegible] CBS 9-10pm	Baltimore - by George Kacher; Colts & Lions Bowling; coaches Weeb Ewbank & Joe Schmidt; with Jack Lolley, Tommy Shaw, Donald Orwig, Mike Boodhard, Bailey Underwood, Alan Ostrowski

WEDNESDAY EVENING 1

Dance at Arthur's	[illegible] NBC 7:30-8pm	Dick Lupert, Dorothy Lynn, Jack Cooper
Dark at Telephone	[illegible] NBC 7:30-8pm	Dance Lessons - by Doug Williams; with Dorothy Shirley, Jerry Lewis, Dorothy Kelly
Dark Cavity	[illegible] NBC 8-9pm	Drama & Medicine, the Obstacle, Jane Elliot
Dark Star Dance	[illegible] NBC 8-9pm	Dance Time, MC; Jim Kirk, Gretchen Lewis, Walter, Dance Team; Julie Gaston, Lawrence Lindsay, Arnold Jones;

PROGRAM	NET TIME	GUESTS
	WEDNESDAY JANUARY 3(Continued)	
O.K. Mother	DuM 1-1:30pm	Mrs. Oscar Hammerstein II
Faye Emerson	ABC 7:15-7:30pm	Celeste Holm
Godfrey & Friends	CBS 8-9pm	Edward Arnold
The Plainclothesman	DuM 9:30-10pm	Death, C.O.D. - by Gilbert Braun; with Leanard Yorr, Jason Johnson, Eugene Ruyman, Michael Wiler
Somerset Maugham	CBS 9-9:30pm	Treasure - with Tom Helmore, Beatrice Straight, Alison Prescott, Alan Stevenson
The Web	CBS 9:30-10pm	Dark Legacy - by William McGivern; adapted by Marie Baumer; with Charles Korvin, Kathleen Comegys, Audra Lindley, James McDonald
	THURSDAY JANUARY 4	
Alan Young Show	CBS 9-9:30pm	Patricia Morrison
Holiday Hotel	ABC 9-9:30pm	Ilona Massey
Nash Airflyte	CBS 10:30-11pm	Waltz Dream - by Oscar Straus; adapted by A.M. Krich; with Kitty Carlisle, Jimmy Carroll, Ralph Riggs
Ford Star Revue	NBC 9-10pm	Iauritz Melchior, Morey Amsterdam, Jackie Gleason, Harold Lang, the Hurricanes
Lilli Palmer	CBS 6:45-7pm	Pamela Brown
	FRIDAY JANUARY 5	
Big Story	NBC 9:30-10pm	James Van Dyke, Vinton J. Hayworth, Nellie Burt, Ed Peck, Alvin Sullum, Humphrey Davis, Frank Stephens, Lester Mack
Penthouse Party	ABC 8:30-9pm	Elsa Maxwell, Ireene Wicker, Bob Scheerer
Pulitzer Playhouse	ABC 9-10pm	Portrait of a President - by Marquis James; adapted by Don Ettlinger & R.N. Brand; with Walter Hampden, Fay Bainter, Richard Bishop, Frank Tweddell, Robert Hull, Harry Kingston, Nat Briggs, Ken Renard, Rudolf Watson, Robert Noe, Harriet McGibbon, Walter Davis, David Perkins, Paul Giles, Ed Cullen, Jerome Collamore, Russ Brown
Twenty Questions	WOR 8-8:30pm	Eleanor Steber
Star of the Family	CBS 10-10:30pm	Janis Paige, Phil Foster, Sujata & Asoka
Versatile Varieties	NBC 9-9:30pm	John Carradine, Leonardo & Anita, ventriloq.

PROGRAM	NET TIME	STORY
SATURDAY EVENING (Continued)		
Lux Video	Sun 1-1:30pm Ora. Cable Theatre II	
Pro Bowling	Sun 1:30-3:30pm Indiana Bowl	
Country & Western	Sun 8-9pm Talent Search	
Big Guitar Showcase	Sun 9:30-10pm Jimmy Clanton - by Gilmore Jones, with Leonard Lee, Jerry Cousins, Bonnie Sumner, Michael Allen	
Country Music	Sun 9:30-10pm Freedom - with Tex Ritter, Merle Haggard, Marty Robbins, Alan Stevens	
The Law	Sun 9:30-10pm Dear Lawyer - by William Kelley, Cast: Ed Begley Sr., Ann Sothern, Gordon Jones, Barbara Trentham, Anthony Zerbe	
SUNDAY MORNING		
Lux Video Theatre	Sun 9-9:30am Cinderella Jones	
Gilbey Bowl	Sun 9-9:30am Tommy Bartlett	
Star Playhouse	Sun 10:30-11am Spring Dance - by Jerome Chodorov, starring Ann Sothern with Barry Coddard, Lucy Carroll, Tom Tryon	
Jack Sher Party	Sun 9-10pm Jacqueline Susann, Jerry Mathers, Merle Oberon, Harold Lloyd, Ann Sothern	
Lilli Palmer	Sun 10:30-11pm Theodore Bikel	
SUNDAY AFTERNOON		
The Story	Sun 2:30-3:30pm Jesse Tim Hale, Vienna, Va., Lawrence, Indiana, Jerry Lee Lewis, Alice Ghostley, Rosemary Garth, Frank Sinatra, Jimmy Dean	
Gunsmoke Party	Sun 3:30-4:30pm Lisa Gerwitz, Lorene Sloan, Joe Schmerer	
Pulitzer Matinee	Sun 3-4:30pm Portrait of a Madonna - by Lanford Wilson, starring Ann Jackson as Lillian, with Peter Boyle, Ann Sullivan, Lorraine Stanley, Jesse Gonchar, Mary Klumpner, Pat Golden, Ann Jones, Robert Allen, Robert Fox, Barbara Mullins, Keith Martin, Barry Preston, Paul Allen, Ed Gordon, Bonnie Dunlopson, Tom Lynch	
Sports Spectacular	Sun 4-5pm Gilmore Jones	
Best of the Family	Sun 10-10:30pm Jesse Tim Hale, Jim Conway, Sophie & Jesse	
Dramatic Variety	Sun 4-5:30pm Jean Gordon, Lorraine & Jesse, Melinda,	

Ross Reports
ON TELEVISION PROGRAMMING

 · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

ED & PUB: Wallace A. Ross
RESEARCH: Robert Cinader

VOL. 2 NO. 10
SUPPLEMENT B

JAN 7 - 13, 1951

COAST TO COAST TELEVISION IN '51 PROBABLE; BUT WILL ADVERTISERS PAY FOR IT, IN VIEW OF SET PRODUCTION CUTBACKS?

In a year-end progress report last week, Frank M. Folosm of RCA pointed out that television progress in 1950 had outdistanced all previous years combined. He illustrated with such figures as the 10,000,000 estimated receiver circulation and 40,000,000 potential viewers. NBC's Research Director Hugh M. Beville elaborated on these figures, claiming 10,500,000 sets in circulation as of January 1, as opposed to 3,950,000 a year ago. And WABD in New York raised its hourly time rate to $2200 as of February 1, claiming that since April 1950 (date of its last rate card) New York's TV receivers had jumped to 2,100,000 with cost per thousand dropping to $1.05 from the April $1.63 figure (in terms of time only).

If it were not for the present emergency, AT&T's 5 year progress summary, published last week, would have capped the last paragraph's exciting information with cause for even greater expectations of progress. For, after pointing up the growth of its TV facilities (it had 476 miles of links connecting 3 stations in 2 cities back in 1946) - AT&T promised that by late Fall of 1951 it would complete its radio relay between Omaha and San Francisco, thus assuring coast to coast telecasting...if such a service is requested.

First to jump on the bandwagon with a written order was ABC-TV, which has already requested full-time use of the inter-city transmission facilities, with VP Fred Thrower commenting, "I anticipate that the majority of our advertisers will convert immediately from a delayed program basis to 'live' programs as soon as the cable is available." Thrower was understandably optimistic in view of the report of its '50 billings issued by ABC-TV last week. The network totaled $6,470,510 in receipts for its TV time (compared with $35,124,625 for radio), an increase of $5million over last year (while radio dropped by $7million).

But announcements of government restrictions on cobalt and other materials vital to radio and TV receiver production (crippling commercial development of color) may very well so limit expansion of the TV market to such an extent that advertisers will be thinking twice of the sizeable transmission costs of coast to coast TV..... Such factors as the passage and signing of the excess profits tax, immediately syphoning more profits into advertising, may neutralize the headache somewhat.....but it will be interesting to follow the development of advertising thinking in this respect.

Copies of our subscriber poll questionaire are once again included for the convenience of those who would still like to reply. Please return by January 15th...

Have you heard about our new Talent Locator Service? Copy enclosed. Ask for details

THIS WEEK--DEBUTS, HIGHLIGHTS, CHANGES

Sun(7) - CBS(Ch2)

5:45-6pm; DEBUT; Eric Sevareid & The News; weekly news review from WTOP Wash to CBS Net; Sponsor - Chamberlain's Lotion.

4:30-5pm; DEBUT: Lamp Unto My Feet; institutes new film series, the first religious films produced for TV using marionettes in four plays based on biblical parables; Prod by the Protestant Radio Commission under the supervision of the Rev Everett C. Parker; Marionettes made by Mabel Beaton & settings by Leslie Beaton; Puppet Master - David Pritchard; scripts - Nina Mullen; Music - Morris Mamorsky; Producer - Isabel Redman, CBS; films are in color; a panel composed of Red Barber, Dr. Norman Vincent Peale & a guest for each of the four weeks will discuss the relation of the parable to everyday living.

Mon(8) - All Stations

12:45-1:30pm; HIGHLIGHT; President Truman's State of the Union address before the joint session of Congress.

WPIX(Ch 11)

8:25pm; HIGHLIGHT; 27th Annual Silver Skates Finals; from Madison Square Garden; Ed Sullivan, MC; Jimmy Powers & Jack McCarthy, commentary; show will feature professional and amateur variety talent in addition to regular events.

CBS(Ch2)

11:15-12N; Mon-Fri; CHANGE; Margaret Arlen moves to new time.

Wed(10) -WOR(Ch9)

8-9pm; NEW TIME; Talent Parade moves from Thu night; Dir - Nat Rudich, Gainesborough.

Thu(11)- WOR(Ch9)

8-8:30pm; DEBUT; The Better Half - audience participation show featuring husband & wife competions for prizes; MC,Frank Waldecker, WOR; Writer-producer-director- Jack Byrne; Edgar Leach & Lyon Williams to assist Waldecker; show originates from WOR's New Amsterdam Roof Studios.

8:30-9pm; DEBUT; Opera Concert returns to TV; will feature operatic guest talent; music under direction of Sylvan Levin, WOR; produced by Mende Brown, WOR; guests for this week - Rosalind Nadell, mezzo-soprano; Norman Kelly, tenor.

WPIX(Ch11)

DEBUT; Robert Hall Clothes commences this date a series of 43 TV film spots to precede and/or follow major sports events from Madison Square Garden.

Fri(12)- CBS(Ch2)

9:30-10pm(alt); DEBUT; Live Like A Millionaire ; talent show featuring children who introduce their parents who compete for prize which is to"live like a millionaire"for one week; amateur and professional talent used; packager - Masterson, Ready & Nelson; producer-director - Ed Leftwich, M,R,N; Sponsor - General Mills; agency - Dancer - Fitzgerald- Sample; show takes second half of hour with Charlie Wild, alternating with Ford Theater.

9-10pm; HIGHLIGHT; Ford Theater ; special variety show; presentation of First Annual Look Magazine TV Awards; Ed Sullivan, MC; CBS President Frank Stanton, NBC President Joseph McConnell, Gardner Cowles;(see Talent Showsheet for Friday for complete list of award winners).

PROGRAM	NET	TIME	GUESTS
FRIDAY JANUARY 5			
Cavalcade of Stars	DuM	10-11pm	Jean Carroll, Fran Warren, Norman Scott, Andre, Andree & Bonnie
Eva Gabor	ABC	8-8:15	Jolie, Sari, and Magda Gabor
Garry Moore	CBS	1:30-2:30	Kirkwood & Goodman
Hands of Mystery	DuM	9-9:30	The Man Who Hated 1951 - with Robert Emhart, Brandon Peters, Alice Thomson, Bert Conway, William Keene, Carol Hill, Eugene Stukmen, Jimmy Lithgow
Trapped	WOR	8:30-9pm	Unknown Quantity - with Ruth Manning, Virginia Vincent, Daniel Keys
Women Talk it Over	WOR	11:30-12N	Luella Geer, Felix Knight, Ceil Chapman

The above list does not include shows which were shown for this date in the last issue.

SATURDAY JANUARY 6			
Frank Sinatra	CBS	9-10pm	June Hutton, Buster West, Fred&Susan Barry, The Heathertones
Jack Carter	NBC	8-9pm	Ann Jeffreys, Eric Blore
Ken Murray	CBS	9-10pm	Louise Rainer, Jerry Colonna
Say it with Acting	NBC	6:30-7	South Pacific vs Call Me Madame; guest - Nina Foch
Your Show of Shows	NBC	9-10:30pm	Bill Goodwin
Stork Club	CBS	7:45-8pm	Faye Emerson, Skitch Henderson, Edward Everett Horton
SUNDAY JANUARY 7			
Arthur Murray	DuM	9-10pm	Bill Tabbert, James Dunn, Joey Adams, Horace MacMahon
Bigelow Theater	CBS	6-6:30	Minor Incident - by Felix Jackson; with Nancy Kelly, Donald Woods, Dorothy Tree, Rita LeRoy, Sue England
Celebrity Time	CBS	10-10:30	Lisa Kirk, Basil Rathbone, Frank Farrell
Colgate Comedy Time	NBC	8-9pm	Abbott & Costello, Evelyn Knight, Hal LeRoy, Jimmy Ford Four
Leave it to the Girls	NBC	7-7:30pm	Eva Gabor, Harriet Van Horne, Robin Chandler, Bill Slater

PROGRAM	NET	TIME	GUESTS
			SUNDAY JANUARY 7(Continued)
Philco Playhouse	NBC	9-10pm	The Symbol - by William Kendall Clark; with John Baragrey, Lesley Woods, E.G. Marshall, Ellen-Cobb Hill, John D. Seymour, Van Prince, Victor Sutherland, Harold McGee, Norma Jane Marlowe, Jonathan Marlowe
Showtime, USA	ABC	7:30-8pm	Andre Segovia, Beatrice Kay, Henny Youngman - Lucille Watson, Oscar Karlweis, Stella Andrew in a scene from Ring Round the Moon
This is Show Business	CBS	7:30-8pm	Imogene Coca, Ben Blue, Denise Darcel, Danny Daniels
Toast of the Town	CBS	8-9pm	James Melton, George Shearing Quintet, The Sherwoods, acrobatic dancers
Paul Whiteman Revue	ABC	7-7:30pm	Vivian Blaine, Harold Lang
Who Said That	NBC	11:15-11:45pm	Kathi Norris, Frederick Othman Bob Considine (Kinescope of previous Monday's Net program)
			MONDAY JANUARY 8
At Home Show	CBS	11-11:15pm	Mary O'Fallon, singer
Faye Emerson	ABC	7:15-7:30pm	Otto Preminger, Harry Brandt
Garry Moore	CBS	1:30-2:30pm	Tizzie Lish
Hollywood Screen Test	ABC	7:30-8pm	Kay Francis, lead; William Kemp & David Anderson, tests
Kate Smith	NBC	4-5pm	Leo De Lyon, Vinni De Campo
Lights Out	NBC	9-9:30pm	Bird of Time - by Elizabeth Sanxay Holding; adapted by A.J. Russell & Bethel Laurence; with Jessica Tandy, David Lewis, Julie Bennett, Irving Winter
Lux Video Theater	CBS	8-8:30pm	The Purple Door Knob - by Walter Pritchard Eaton; with Josephine Hull, Felicia Montealegre, Virginia Sale
Musical Comedy Time	NBC	9:30-10:30pm	Miss Liberty - by Irving Berlin & Robert Sherwood; TV book by Siegfried M. Herzig; with Kenny Baker, Carol Bruce, Vaughn Taylor, Eric Rhodes, Robert Pitkin, Theodore Marcuse, Doretta Morrow, Elizabeth Watts
Studio One	CBS	10-11pm	England Made Me - by Graham Greene; adapted by Catherine Turney & Worthington Miner; with Richard Waring, Joan Wetmore, Valerie Cardew, Ralph Forbes, Basil Howes, Gordon Nelson, Bramwell Fletcher, John Ericson

PROGRAM	NET	TIME	GUESTS
		MONDAY JANUARY 8(Continued)	
Talent Scouts	CBS	8:30-9pm	Evelyn Keller, singer; Jack Mathers, singer; Webster & Kane, impressionists; Three Smalls, vocal trio
Voice of Firestone	NBC	8:30-9pm	Rise Stevens
Women Talk it Over	WOR	11:30-12N	Candy Jones
		TUESDAY JANUARY 9	
Armstrong Circle Theater	NBC	9:30-10pm	Rooftop - by Eli Cantor & Leslie Scott with Jean Pearson, Liam Sullivan, Biff McGuire, Ann Shoemaker, Frank Tweddell
Billy Rose Show	ABC	9-9:30pm	The Galoshes of Fortune - by Jack Bent Kover ; with Frank Albertson, Wally Cox
Cavalcade of Bands	DuM	9-10pm	Ray Bloch & orchestra, Rosemary Clooney, Georgie Kaye, Ralph Young, Anthony, Allyn & Hodges, Laine & Claire
Danger	CBS	10-10:30pm	Footfalls - by Wilbur Daniel Steele; adapted by Hedda Rosten; with Walter Slezak, Martin Newman, Gil Greene, Henry Jones
Eloise Salutes the Stars	DuM	7:30-7:45pm	Stuart Erwin, June Collyer
Fireside Theater	NBC	9-9:30pm	Neutral Corner - by William R. Cox & Leslie Urbach; with George Wallace, Anthony Caruso, Peter Brocco, Joan Vohs
Kate Smith	NBC	4-5pm	Harold King, Danny Daniels
Startime	DuM	10-11pm	Raphael Mendez, Billy Williams Quartet Reginald Gardiner
Stork Club	CBS	7:45-8pm	Rex Harrison, Frank Sampson, Dorothy Kilgallen
Success Story	ABC	2;15-2:30pm	Al Capp
Suspense	CBS	9:30-10pm	Tough Cop - by Howard Aldridge; adapted by Alvin Sapinsley; with Barry Nelson, Katherine Bard, Joe Bushkin, Robert Emhart
Sure As Fate	CBS	8-9pm	Macbeth - adapted by Peter Fry; with Judith Evelyn, John Carradine, Francis L. Sullivan, Dennis Harrison, Jack Manning, Marian Seldes
Texaco Star Theater	NBC	8-9pm	Perry Como, MC; Fontaine Sisters, Bert Lahr, Mary McCarty, Herb Shriner, Louis Jordan

PROGRAM	MOT. TIME	[illegible]

MIDDAY JANUARY 1 (Continued)

[illegible] Square

CBS 8:30-9pm Swing Kelly, singer; Jack Mahoney, singer; Wagner & Hart, impersonations; Three Sparks, vocal trio

[illegible] of Firestone

NBC 8:30-9pm Mike Shevlove

Women Talk it Over

NBC [illegible] Cheryl Jones

[illegible] Curtis Theatre

CBS 9:30-10pm [illegible] - by Sir Derek & Lucile Gosh; [illegible] Mulliken, Jim Collins, Biff Medium, Ann Sheridan, Frank Nelson

[illegible] Time

ABC 9:30-10pm The Children of Darkness - by Jack Sher; Director: Rose [illegible]; Cast: [illegible], Wally Cox, [illegible], Jim Nolan, [illegible], Jerry Lewis, Jerry Lester, Jerry Colonna, Allen & Rolfe, Dolan & Claire

[illegible] Theatre

CBS 10-10:30pm [illegible] - by Arthur Daniel Jacobs; [illegible]; Cast: [illegible], Walter Abel, Ann Harding, Ann Sheridan, Donald Cook

[illegible] Radio Theatre

NBC 9:30-10pm [illegible] - by Wallace R. Cox & Anthony Ostrow; Cast: [illegible]

Mark Smith

NBC 10-10:15pm [illegible]

[illegible] Theatre

CBS 10:30-11pm [illegible]

Stock Club

CBS 7:45-8pm [illegible]

[illegible]

ABC 9:15-9:30pm [illegible]

[illegible]

CBS 9:30-10pm [illegible]

[illegible] Club

[illegible]

[illegible] Hour

CBS [illegible] - observed by Joseph Gray; with [illegible], John Donaldson, Frank Nelson, Jack Gilford, Dick Dunkel, Ann Sheridan, Dick Powell, Ann Sothern, Jack Benny, Fred Allen, Jerry Colonna, Dick Haymes, Bob Crosby, Ken Murray, Eddie Anderson, Jerry Lester, Jerry Lewis, Dean Martin, Jack Carson, Joan Davis

Tobacco Road Theatre

NBC 9-9pm [illegible] - by Jack Kirkland; Cast: [illegible], Ann Harding, Ann Sheridan, Dean Jagger, Jerry Lester, Jerry Colonna, Jack Benny, Fred Allen, Jerry Lewis, Dean Martin, Jerry Colonna

PROGRAM	NET	TIME	GUESTS
			WEDNESDAY JANUARY 10
Dinner at Sardi's	WOR	7:30-8pm	Wesley Addy, Sarah Churchill, Tony Beauchamp
Four Star Revue	NBC	8-9pm	Ed Wynn, MC; Eddie Cantor, Georgia Gibbs, Richard Himber, Lucienne & Ashour, The Ivanovs, Dick Barstow Dancers
Famous Jury Trials	DuM	9-9:30pm	Brandon Peters, Douglas Rutherford, Fred I. Lewis, Robert Cunningham, Mack Stone, Phil Forster
Godfrey & Friends	CBS	8-9pm	Zola Shaulis, Nito San Miguelo (winners on Talent Scouts)
Kate Smith	NBC	4-5pm	Helene & Howard, dance team
Kraft Theater	NBC	9-10pm	Kelly - by Eric Hatch; adapted by R. Howard Lindsay; with Mark Roberts, Olive Deering, E.G. Marshall, George Reeves, Larry Fletcher, Treva Frazee, Yvonne Rudie, Manuel Aparacio
The Plainclothesman	DuM	9:30-10pm	Murder by Neglect - with Valerie De Cadenet, William Windom, Ronald Dawson, Herbert Walsh, Lester Mack, Terry Galonoy
Somerset Maugham	ABC	9-9:30pm	The Man From Glasgow - adapted by Robert Shaw; with Jessica Tandy, Robert Harris
The Web	CBS	9:30-10pm	The Man Who Had No Friends - orig by Hugh Pentecost; with Haila Stoddard, Ward Donovan, Ronald Alexander, Steve Elliott, Barbara Bolton, Elliot Sullivan
			THURSDAY JANUARY 11
Alan Young	CBS	9-9:30pm	William Frawley, Buddy Ebsen
Ford Star Revue	NBC	9-10pm	Nana Gollna, Jarmila Novotna, Clifford Guest, Vic & Addio, dance team
Garry Moore	CBS	1:30-2:30	Dorothy Jarnac, Mickey Ross & Bernie West
Holiday Hotel	ABC	9-9:30pm	Fran Warren, Junie Keegan
Kate Smith	NBC	4-5pm	Senator Estes Kefauver, Danton Walker
Lilli Palmer	CBS	6:45-7pm	Robert Siodmak
Nash Airflyte	CBS	10:30-11pm	The Lipstick - by Mary Roberts Rinehart; adapted by Alvin Sapinsley; with Jane Wyatt, Robert Pastene, Donald Curtis, Leona Powers, Anna Karen, Anne Hegira

PROGRAM	NOT TIME	CREDITS
	[illegible]	
Dance at Midnight	WED 7:30-9pm Wesley Mary, Sarah Cornwell, Don [illegible] Bonnie [illegible]	
Free Dance Sampler	SAT 6-9pm 20 Wyman, Mt. [illegible] Dance, Dorothy [illegible] (Tube), Michael Gibson, Jeanne [illegible] Gibson, The Lucinda, Rick Burstein Dancers	
Dancing Dance Dance	SAT 6-7:30pm Tamalpa Dancers, Joanne Swartzman, Phil C. Levin, Robert Chamberlain, Mark Stone, Jill Arthur	
Getting A Friend	SAT 8-9pm Zola Cavalle, Nito Don Lipman [illegible] Lightning on Silent Woods	
Rock Quiz	[illegible] Tolliver, Dave [illegible], Jerry Lewis [illegible]	
Open Theater	SAT 7:30pm Poetry - by Chris Patch; Music by [illegible] R. Burnett Lindsay; with Jack Sherry, [illegible] Kathleen [illegible], Jerry [illegible], Tony Tilghman, Irene Fraser, Patrick Mullin, Michael Gilewicz	
The Fantasticks	SAT 8:30-10pm Lucinda Ty-Dyers, Alice Tolliver, [illegible] Lucinda, Bernard Allen, Jerry Mark, Jerry Gainey	
Cassette Program	SAT 9-9:30pm The Jim Jerry Chamber - music by Michael Jerry, Jerry Tolliver, Robert Tremble, [illegible]	
The Sub	SAT 9-10pm The Man Who Mr Friends - play by [illegible] with Delia Bloomfield, Mark Lucinda, Mark Lucinda, Steve Kilmer, Barbara Boyton, Charles Phillips	
[illegible]	**[illegible]**	
Alan Young	SAT 8:30pm William Fowler, Sally Kane	
Good Ear Jazz	SAT 9-10pm Jazz Guitar, Jerrie Woodbe, Gilbert Cowan, Vic & Mattos Jazz [illegible]	
Carry Moore	SAT 8:30-9:30 Dorothy Lerman, Bishop Jack & Jenna Wash - Lucy Jones, Jerry [illegible]	
Gabbie Jones	SAT 9-9:30pm Green Tambourine Jazz Sampler	
Jazz Guitar	SAT 9-10pm Jazz Guitar - by Jerry Lewis [illegible] Jerry, Jerry Jerry, Jerry Jerry	
Lilli Palmer	SAT 8:30-10pm Robert Tremble, Donald [illegible] [illegible], Jerry Jerry	
Jack Lightfoot	SAT 8:30-11pm The Lightfoot - by Jerry Tolliver [illegible] by Alice Sandalay; with Jack Kane, Robert Lawson, Donald Curtis, Jerry Jerry, Jerry Jerry, Jerry Jerry	

PROGRAMS	NET	TIME	GUESTS
			THURSDAY JANUARY 11(Continued)
Starlight Theater	CBS	8-8:30pm	Relatively Speaking - by Manya Starr; with Melvyn Douglas, Bethel Leslie, Wright King, Helen Claire
Stork Club	CBS	7:45-8pm	Robert Wagner, Gladys Swarthout, Frank Chapman, Sarah Churchill, Anthony Beauchamp
Success Story	ABC	2:15-2:30pm	Renee Carroll
			FRIDAY JANUARY 12
The Clock	NBC	9:30-10pm	A Dream for Susan - by Thomas W. Phipps & Robert Shackleton; with Laura Weber, Arline Francis, Phil Sterling, Regina Jovain
Ford Theater	CBS	9-10pm	Presentation of Look Magazine's First Annual TV Awards to: Arthur Godfrey, Faye Emerson, Dave Garroway, Sid Caesar, Worthington Miner, John Cameron Swayze, Jimmy Powers, Mel Allen, Connie Desmond, Paul Tripp, Ed Sullivan, Max Liebman, Robert Montgomery, Charles Andrews, James McNaughton
Cavalcade of Stars	DuM	10-11pm	Richard Tucker, Jackie Miles, Marion Colby
Penthouse Party	ABC	8:30-9pm	Rosalie Allen, Walter Kiernan
Pulitzer Playhouse	ABC	9-10pm	Ned McCobb's Daughter - by Sidney Howard; adapted by Don Ettlinger; with Miriam Hopkins, Charles Dingle, Gig Young, Anthony Quinn, Norma Connolly
Star of the Family	CBS	10-10:30pm	Buddy Lester, Denise Darcel, Marvellos Trio
Women Talk it Over	WOR	11:30-12N	Virginia Gilmore

LAST WEEK' ARRIVALS

ABC -- Jimmy Blaine's Junior Edition; 6:15-6:30pm Mon,Wed,Fri; 6:15-6:45pm Tu,Thu; teen-age entertainment and discussion program with guests; Jimmy Blaine, Mary Crosby, Buddy Weed & Trio; Producer - Leonard Holton; director - Fred Carr; writer - Edith Landis; from WJZ-TV to the Net.

FUTURES

Jan 19 --NBC -- Versatile Varieties; 9-9:30pm to depart this date.

Jan 26 --NBC -- Henry Morgan Show 9-9:30pm; new comedy-talent search type show starring Henry Morgan to fill time vacated by Versatile Varieties; probable sponsor - Campbell's Soups.

PROGRAMS	DATE	TITLE
[illegible]		
[illegible]		
[illegible]		

ROSS REPORTS 2nd ANNUAL POLL OF SUBSCRIBERS

Jan 1 '51

To our best knowledge, our subscriber poll last January was the first and only such opportunity that a cross-section of television's programmers has had to take stock of accomplishments...express personal reactions and opinions...and generally to act as a sounding board for a professional critique of programs and trends.

Why a poll? Well, Ben Gross in reviewing last year's results called it a healthy act on the part of you people who put shows together. For you - our subscribers - represent every phase of programming: executives at networks, stations, advertising agencies, independent production firms, station representatives, sponsors, commercials producers, talent agencies, lawyers, film distributors, motion picture companies, magazines and newspapers, the trade press....or you're writers, performers, designers, announcers, time salesmen, time buyers, and even just plain viewers.

Last year - replying with obvious enthusiasm - you called the turn on such developments as daytime television....you predicted that advertising (as opposed to subscriber TV) would be able to support the costs of the medium....you affirmed that the ad agencies would assume more and more production responsibility....you called 1949 "Television's shakedown year"....you predicted record receiver sales...you chose "Kukla,Fran & Ollie", Dave Garroway, Milton Berle, The Goldbergs, Faye Emerson, "Studio One", "The Paul Whiteman Revue" and many others for honors.

You failed to predict in last year's poll: the development of late evening network programming....you anticipated the lifting of the freeze on stations....some of you thought a network would fail....Berle would decline in favor of new stars....you of course didn't know about such developments as "The Saturday Night Revue", "The Colgate Comedy Hour" or "Four Star Revue"....and we wish one of you had been right in his prediction about Ross Reports buying out Variety. Of course, none predicted the most significant happening of all - the Korean War.

At this time - in the light of both the international crisis and the rapid progress television programming has made - your opinions should carry a great deal of weight for both your fellows in the trade and for the general public. We hope you will regard this poll as an important one, giving careful consideration to the posers we've thought up.....and you should have some fun with all this too. All we ask by way of identification is for you to cite whichever category listed in paragraph 2 fits you.

Category (sponsor, actor, network producer, etc.)_____

1. Your forecast as to program trends in '51 (more film, less sports coverage, revival of Quiz Shows, etc.)

_____

_____

2. Are you satisfied with TV's program development in '50. If not, why not?_____

_____

3. What effects will the rise in talent fees have on productions? (smaller casts, less rehearsal, others)

_____

_____

4. What evidences of major film studio activity will there be? (more stars available, actual production for TV, etc.)

_____

1000 Matinees - 2nd Annual Poll of Moviegoers

Dec. 1, '71

In our been somewhere, our subscribers will have learned we the first and only even suggesting that a cross-section of patrons's preferences can not to lay claim of accuracy...citizens personal reactions and opinions...are specially to who be a worthy board for a professional critique of personal all jewels.

Why a poll? Well, has come to realizing that a results which is possibly not on the pace of you people who put above conditions for you - the subscriber - represent other phase of programming consideration as community, activities, advertising expenses, independent production film, making representatives, producing, creative producers, talent agencies, lawyers, film distributors, movie theatre owners, exhibitors and managers, the trade press...or really critics, performers, directors, cinematographers, film editors, crew members, and even just plain viewers.

Last year - requiring with advice enthusiasm - you helped the year's most discussable to daytime television...you predicted that international (as opposed to domestic) would be able to support the cause of the movies...you affirmed that the 1 question which answer more and more productive conversations, so which lady "Salvation's abolition was"....you predicted recent movies which critics chose, from a poll: "Love Canoney, Million Dollar, The Soldiers, The Tenant, Who's to Judge", "The Full Monkees Nurse" and many others are known.

You failed to predict in last year's poll: the disappearance of the working movie professionals...you underrated the lifting of the Green on movies...or you thought a network would fail...movie would decline in terms of new movies...of course John's have alone some disappointments as "The Virginia Hood Years", "Ozzie Osmond Show" or "Dear Dear Nurse"...and we wish one of you had been right in prediction about Jane Fonda's saving her Victory. If course, some predicted the most unexpected appearance of 111 - the Korean war.

At this time - in the light of both the international crisis and the still pressure television necessitating are made - your opinions should carry a great deal of weight. On such your trifles in the scale and for the general public. We hope you will report this poll as an important one, giving serious consideration to the points we've chosen to.....but you should have your own wise all also too. All we ask by way of identification is for you to fill out the following category listed in remarks 2 thru 5:

Category (producer, author, movie product, etc.)_____

1. Your reasons as to process trends in '71 (more film, less movie theatres, private or pay shows, etc.)

_____

_____

2. Do you associate with TV's programming development in '71. If not, why not?

_____

_____

3. Did affects will the also in taken from Dave on product/best (medium shows, lab processes, study)

_____

_____

4. What influence of major film studio activity will have for (more state initiative, school production, TV, etc.)

_____

5. What effect will the national emergency have on programs (more lavish because of excess profits tax, remotes from army camps, others)? _____

_____

6. Does present day kinescope compare in quality with film, is it good enough? _____

_____

7. Have you any thoughts on Rating Services? (which is best & why? Should there be a move to come up with a new universal service combining the best features of all. is this possible?) _____

_____

8. About the resurgence of radio -- do you see it happening? Will it happen? What are you personally doing about it? Other thoughts _____

_____

9. On Network versus Regional and Local Spot Advertising, from your standpoint which pays off more & why? If a producer, which of these two outlets are you aiming at?

_____

_____

10. Have you any thoughts on whether or not advertisers can continue to support the medium...what solutions have you? _____

_____

11. What will be the biggest Television News of 1951? _____

_____

12. Can you foresee one star (talent) or show soaring to the top? _____

_____

13. What other personal reactions or opinions or theories would you like to advance about anything and everything relating to Television programming? _____

_____

_____

_____

_____

_____

_____

** These questions are meant to be provocative. Please answer only those on which you care to comment....and don't be frightened by the number of them. All three of these pages should make for a nice evening in front of the fireplace. If you return them promptly, we'll have the results analyzed by January 20th.....make a New Year's resolution to do so soon.

SUBSCRIBER POLL (Continued)

The final analysis must point to Neilsen, Pulse, Hooper and other rating services, but as individuals and as creative programmers you must often long for an opportunity to express your own views on the questions below.

Enough of these fan polls -- this questionaire should be answered from the viewpoint of the professional. We promise your views an airing, and we think it will be good fun for your to compare your selections with those of your collegues, competitors and constituents. No identification is necessary other than the following:

Your Professional Category (as on first poll page):_____

All Questions Relate to Network Programs or Local NYC Programs - 1950

1. Show I make a point of seeing_____
2. Show that sold the most sets_____
3. Most original format_____
4. Most ambitious undertaking_____
5. Most steadily-improving_____
6. Show that was "Pure Television"_____
7. Best TV adapta of Radio Show_____
8. Best out-of-NYC origination_____
9. Greatest Sponsor Identifica_____
10. Best kinescoped show_____
11. Top all-around Male Star_____
12. Top Male Comedian_____
13. Top Male Actor_____
14. Top Male Discovery_____
15. Top Female Star of a Show_____
16. Top Female Actress_____
17. Top Female discovery_____
18. Most overworked guest_____
19. Top job of guesting _____
20. Show with best settings_____
21. Most memorable script_____
22. The MC who's "just right"_____
23. Pleasing sports announcer_____
24. Effective musical background_____
25. Top Special Event_____
26. Best dramatic Program_____
27. Best situation comedy_____
28. Smoothest production_____
29. Top variety show_____
30. Biggest slump_____
31. 1949 show I miss_____
32. Best panel quiz_____
33. Show most suited to sponsor_____
34. Top TV Producer_____
35. Palatable Daytime Show_____
36. Top interviewer_____
37. Most original commercial_____
38. Top Film Show for TV_____
39. Commercial that sells_____
40. Pet Peeve - show_____

OTHER COMMENTS: (nominations, etc.)_____

_____

Return to -- ROSS REPORTS -- 551 Fifth Avenue, New York 17, NY

PROCEEDING FOR COMPLETION

The final analysis must point to Tolson, Polan, Brown and other talent-surveyors for an individual and an overall programming you must offer them an opportunity to express your own views on the questions below.

Enough of these ten points -- this questionnaire should be enough to focus the attention of the respondent. We provide four views on acting, and we need it so. We also ask for your to compare your selections with those of your colleagues, competitors and contributors. No identification is necessary other than the initials.

Your Professional Category (as in Item #11 above):_____

All questions relate to Network programs or local TV programs - 1970

1. Most I have a point of view:_____ 11. Best secondary actor:_____
2. Some that would be most sad:_____ 12. The BC who's "left field":_____
3. Most original idea:_____ 13. Fascinating single encounter:_____
4. Best conditions underlying:_____ 14. Effective musical accompaniment:_____
5. Most adaptable improvisation:_____ 15. Top Special Event:_____
6. Some that was "Pure Television":_____ 16. Best dramatic opening:_____
7. Best TV adaptation of radio idea:_____ 17. Most attractive sound:_____
8. Best current-TV origination:_____ 18. Sweetest production:_____
9. Dramatic science idea/title:_____ 19. Top variety show:_____
10. Most disappointed show:_____ 20. Element lacking:_____
11. Top all-around Male star:_____ 21. Love also I star:_____
12. Top male Comedian:_____ 22. Best small part:_____
13. Top male Actor:_____ 23. Show more social to watch:_____
14. Top male Discovery:_____ 24. The TV producer:_____
15. Top female star or a star:_____ 25. Relatable Daytime Show:_____
16. Top female actress:_____ 26. Top interview:_____
17. Top female discovery:_____ 27. Most original commercial:_____
18. Most memorable event:_____ 28. Top Film made for TV:_____
19. Top job of narration:_____ 29. Commercial that sells:_____
20. Show with best writing:_____ 30. Top news - show:_____

Other comments (questions, etc.)

_____

_____

Return to: [illegible] -- [illegible] [illegible], [illegible] 17, NY

Ross Reports

MON - Jan 8, 1951
SAMPLE

TALENT LOCATOR SERVICE

TODAY'S APPEARANCES - DEBUTS

CANDY JONES on Women Talk It Over, WOR-TV (9), 11:30am

TIZZIE LISH on Garry Moore Show, CBS-TV (2), 1:30pm

"THE MIRACLE," Rosselini-Magnani film, showing with "The Ways of Love" after final court decision. Paris Theatre

SILVER SKATES FINALS, Madison Sq. Gdn 8pm

CAROL BRUCE, KENNY BAKER in "Miss Liberty" on Musical Comedy Time, NBC-TV (4), 9:30pm. With Robert Pitkin, Elizabeth Watts, Vaughan Taylor, Eric Rhodes, Theodore Marcuse, Doretta Morrow.

RICHARD WARING, RALPH FORBES, BRAMWELL FLETCHER on Studio One, CBS-TV (2), 10pm. "England Made Me" by Graham Greene; adapt Catherine Turney & Worthington Miner; features Joan Wetmore, Valerie Cardew, Basil Howes, Gordon Nelson, John Ericson

JESSICA TANDY on Lights Out, NBC-TV (4), 9pm. "Bird of Time" by Elizabeth Sanxay Holding; adapt A. J. Russell & Bethel Laurence. Features David Lewis, Julie Bennett, Irving Winter

FUTURE HIGHLIGHTS

WEDNESDAY JAN 10: "Branded" with Alan Ladd & Mona Freeman. Paramount Theatre

THURSDAY JAN 11: Melvyn Douglas, Bethel Leslie, Wright King, Helen Claire on Starlight Theatre, CBS-TV (2), 8pm

FRIDAY JAN 12: Look Magazine's First Annual TV Awards on Ford Theatre, CBS-TV (2), 9pm

FRIDAY JAN 12: National Motor Boat Show, Grand Central Palace.

SUNDAY JAN 14: Rex Harrison, Teresa Wright in "Trilby", Theatre Guild, CBS radio 8:30pm

SUNDAY JAN 21: Margaret Truman on Toast of the Town, CBS-TV (2), 8pm

COMING TO TOWN FOR GUEST SHOTS

- this week from
AGT:

18

America

Feb. AGT:
Attr.
eb 15.NO AGT

IN TOWN & AVAILABLE FOR GUEST SHOTS

MADY CHRISTIANS - AGT: Robert Mayberry, Affiliated Artists

CLARENCE DERWENT - AGT: Jerry Rosen

TOM EWELL - drama, comedy; AGT: Priscilla Morgan at Liebling-Wood Agcy

JAMES T. FARRELL - avail. limited no. interviews; CONTACT: Martin Miller, Creative Age Press

GERALDINE FITZGERALD - AGT: Gloria Safier

NINA FOCH - avail. TV, radio drama daily until 10:30pm; AGT: Mrs. Head, John Gibbs Agcy

JOHN LODER - AGT: Robt Mayberry, Affil. Art

JEFFREY LYNN - drama; AGT: Priscilla Morgan at Liebling-Wood

MURIEL RAHN - musical, intvw; before Jan 19, after Feb 12
AGT: Dick Campbell

JANICE RULE (to be seen in "Goodbye My Fancy" with Joan Crawford) - avail 3 wks, music, drama, AGT: Baum-Newborn

HELEN TWELVETREES - AGT: Peter Witt

SPORTSMEN, YACHTSMEN, LEADERS IN INDUSTRY, SURFBOARD EXPERTS, etc. here for Natl. Motor Boat Show, avail. TV, radio intvw CONTACT: Bob Viano at H.A.Bruno Assoc.

CRITICS' BOXSCORE - TV DEBUT

LILLI PALMER SHOW - Thur, Jan 4 CBS-TV (2), 6:45pm

JACK GOULD, Times: The new treat for TV... completely beguiling. A vignette of exciting theatre, a visit with a personality whose electric quality can be felt the moment she starts to speak...Has something to say and says it with wit, charm and urbanity. BEN GROSS, News: Proved that intelligent talk, even without visual gimmicks, can be fascinating. For a good choice of words and a piquant manner, plus something worth saying, are far more attractive than even whatyamacallits, with or without falsies.

FROM THE COLUMNS

WATTS: Watched a kinescope recording of "Trilby" with Priscilla Gillette and Arnold Moss, and it's the best and most skilfully acted drama in the new medium I have yet seen. PARSONS: Joseph Santley Sr., veteran actor, couldn't be happier about being named the best television variety director by Jack O'Brian. GROSS: Jane Morgan, the Boston girl who was "discovered" in Paris has been auditioned by NBC for a Sunday song series. The network is going all out on her. LYONS: Simon & Schuster are about to celebrate the 27th anniversary of the founding

Ross Reports

ON TELEVISION PROGRAMMING

pyright 1951 — by WALLACE A. ROSS · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

ED & PUB: Wallace A. Ross VOL. 2 NO. 10 SUPPLEMENT C JAN 14-20, 1951

RISING COSTS, INCREASED RESEARCH FORCE A RAISE IN SUBSCRIPTION RATES;

SUBSCRIBERS ASKED TO INDICATE IF THEY WISH TO CONTINUE AFTER FEB 1

Cost Survey, Talent Credit Listings, Commercials Report, Other Features Scheduled;

Talent Locator Service to be included with Weekly Reports

After two years of furnishing our weekly reports at a break-even figure in order to build acceptance, we find today - like so many other businesses - that our break-even figure has changed....to such an extent that we're forced to make an immediate revision in subscription rates if we are to stay in business at all.

Factors involved: Increased production costs -- paper, telephones, postage, printing, and all the price rises occasioned by shortages.....More Labor Required -- the growth of programming has necessitated hiring more researchers to keep track of developments (we now employ 6, having started with 1).....Continuation of the freeze on stations, with resultant limitation on people coming into the field, finds us already having reached our potential market, with no new subscribers in sight. You see the Reports everywhere, but everywhere is too small. We can't go anywhere but up!

Therefore, we're asking you to consider -- how much do you value Ross Reports? Would you be severely handicapped without it? Are you willing to pay a subscription price comparable to other trade services not quite so immediate to your needs - ie. Codel & Rorabaugh at about $10-15 a month each?

We must know your decision by February 1 as to whether or not you will continue to subscribe at the following rates. And so we have enclosed a stamped, addressed envelope & a form on the next page to facilitate your reply. Our decision on continuing to publish will be made by February 1 and will be based on your replies.

New Rates, Effective Immediately

Executive -- $10 per month (where agencies, networks, packagers, agents, or other firms subscribe to only one copy. Includes all issues plus unlimited telephone data on talent & programs.)

Talent -- $7 per month (special price to individuals like writers, announcers, newly-formed packagers, etc. Same service as above.)

Bulk -- $4 per month per additional copy (where a firm subscribes to more than one copy, it will pay $10 for the first, $4 for each additional copy per month. Same service as above)

We'll give you a broader, more complete service too, with our newly-formed Talent Locator Service included & a provocative series of weekly features scheduled. See next page for our Publishing Schedule and our Order Reply Form.

COST SURVEY WITH BUDGET BREAKDOWNS SET FOR NEXT ISSUE

Other Imminent Reports will study Talent Credits, Commercials, Film

---

Talent Locator Service to be compiled into a weekly edition and included with Your Report - Telephone Service & Access to Talent Files too

---

If you give us the go ahead to continue, these are the features we have scheduled for the next ten weeks - every one an exclusive, factual Ross Report:

Jan 21 -- PROGRAM COST STUDY WITH BUDGET BREAKDOWNS: long delayed, but at last complete with budget breakdowns for every type of show & TvA effects.

Jan 28 -- POLL RESULTS: Predictions and opinions of our own subscribers, with some analyses by us (If you haven't replied, we'd appreciate your doing so).

Feb 4 -- TALENT SURVEY WITH CREDITS: The first and only complete credit list for producers, directors, writers, musical directors, and performing talent that has been part of a permanent cast. Plus an analysis of the union situation and talent fees, generally and for the various shows.

Feb 11 -- FILM PROGRAMMING: What they're paying and what they're getting for film & the kind of programming being done, as well as types of film being made.

Feb 18 -- MERCHANDISING: How it's being done, by whom & where....plus sources for the prizes for your programs & some program analyses.

Feb 25 -- SPONSOR CASE STUDIES: Why did they drop their shows last cycle (ending in January)....also who's looking for programs (with agencies carried).

Mar 4 -- COMMERCIALS REPORT: A repeat of our three previous roundups of the commercials on the air, for whom, by whom, through whom, costs, etc....

Mar 11 -- PROGRAM TRENDS - TV & Radio today & in 1946: Contrasting by program types.

Mar 18 -- MAIL-ORDER PROBLEMS & PRACTICES: With a look at WPIX & WOR-TV among others.

Mar 25 -- PROGRAM DETAILS: Our complete analysis of every program, with all credits & all pertinent information - none other published like it.

Can you afford to miss these reports? We hope not.

In any event, won't you return this form immediately? We will be happy to work out any misunderstandings, bulk subscription problems, or reimbursements with you.

Depending upon your answers to this, we may or may not publish after February 1..... But in any event we will notify you, of course.

DETACH & MAIL

_____ I wish to continue receiving the Ross Reports after Feb 1 at the increased rate. Please bill me for the difference on the unexpired portion of my subscription. (If I am an agency or network bulk subscriber, I will notify my purchasing department to send through a formal order or to honor your bill).

_____ Please discontinue sending copies after Feb 1 & reimburse me for the unexpired portion of my subscription.

Name _____

Firm & Address _____

THIS WEEK--DEBUTS, HIGHLIGHTS, CHANGES

Sun(14) - ABC(Ch7) 8:25-8:30pm; DEBUT - ABC of Atomic Survival; every Sunday on WJZ-TV only; Taylor Grant interviews public officials about the means for surviving an atomic attack; produced by ABC public affairs department under supervision of Mary Hearn.

CBS(Ch2) 11-11:15pm; DEBUT - Sunday News Special with Don Hollenbeck; Sponsor - Norwich Pharmacal; Agency - Benton & Bowles; Director - Ted Marvel; a weekly news review; from WCBS-TV to the Network.

WPIX(Ch11) 3-3:30pm; DEBUT - Concert Debut; on WPIX only; with Hal Tunis as MC for a talent search series; Sponsor - Winston TV Stores; Agency - Sternfield-Godley; Packager - Albert Black; Director - Lou Florence WPIX; for 13 weeks; replaces "Hollywood Quideo".

Mon(15) - NBC(Ch4) 3-3:30pm; DEBUT - Vacation Wonderland; from WNBT to the Network; with Dick Joseph, travel editor, narrating a series of travelogue films, produced by Caroline Burke NBC & written by Rick Fredericks; daily for the next three weeks.

7-7:30pm; HIGHLIGHT - Kukla, Fran & Ollie to be telecast from RCA Exhibition Hall all this week.

9:30-10:30pm; HIGHLIGHT - Lucky Strike Theater presents Helen Hayes and Kent Smith in Victoria Regina(see Talent Showsheet).

WPIX(Ch11) 7-7:15pm every day; CHANGE - Televiews of the News; picks up new sponsor - Socony-Vacuum (Mon-Wed-Fri only); Agency - Compton; new commentator - John K.M.McCaffery; with John Tillman on T & Th and Rex Marshall on Sundays.

Tue(16) - CBS(Ch2) 2:15-2:30 weekdays; CHANGE - Garry Moore Show from WCBS-TV to the Network picks up a sponsor for this segment on Tuesdays & Thursdays - Quaker Cats for Aunt Jemima Pancake Flour & other products; Agency - Price,Robinson&Frank(Chi)---show is now sold out across the board for the 2-2:30 period with Cavalier Cigarettes on M-W-F at this time & Procter & Gamble daily at 2-2:15pm.

DuM(Ch5) 2-2:15pm Tue & Fri; DEBUT - Susan Adams Kitchen on WABD only; a new show under this title with a service format; Sponsor - Flako Products for Flakies, Flakorn, Cuplets & Flako; Agency - Platt-Forbes; Producers - Bob Loewi & Don Ross Assoc; Director - Ed Saulpaugh DuM.

Wed(17) - NBC(Ch4) 8-9pm; CHANGE - Four Star Revue picks up a new Sponsor - Pet Milk Agency - Gardner; along with Norge & Motorola, the sponsor will share commercial time each week.

Fri(19) - ABC(Ch7) 2-2:30pm; DEBUT - Fun With Food on WJZ-TV only Fridays; with Karen Cooke in kitchen demonstrations.

DuM(Ch5) 8:30-9pm; DEBUT - You Asked For It; from WABD to the Network; Sponsor - Rosefield Packing for Skippy Peanut Butter; Agency - Guild, Bascom, Bonfigli (Cal); with MC Art Baker fulfilling writein requests for performances and things they'd like to see, including two headline entertainers per show; Producers - Wayne Steffner & Frank Axorant; Director - Bob Bruckner.

Sat(20) - NBC(Ch4) 5:45-6pm; DEBUT - On The Line With Considine; on WNBT only; with interviews by the columnist; Sponsor - Mutual of Omaha; Agency - Bozelle & Jacobs; Producer - Clarence Thoman NBC News; Director - Martin Hoade NBC.

[illegible] - [illegible] (1947)

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[illegible] - [illegible] (1947)

[illegible] (1947)

[illegible] - [illegible] (1947)

Sat(20) - ABC(Ch7) 11-11:30am alt Sat'ys; Faith Baldwin's Theater of Romance; from WJZ-TV to the Network; Sponsor - Maidenform Bras; Agency - Weintraub; Supervisor - Paul Monroe; Packagers - Jack Barry-Enright; Directors - Charles Powers & Tom deHuff; featuring adaptations of Baldwin's famous love stories, with Baldwin appearing on the show along with slews of models in the commercials; Name performers will be featured.....agency is not set with a show or sponsor for the alternate weeks, but network may sustain the series meanwhile or fill with a Kay Westfield series titled "Oh-Kay!"

12-12:30pm every Saturday; Two Girls Named Smith; from WJZ-TV to the Network; Sponsor - B.T.Babbitt for Bab-O & Swerl; Agency - Weintraub; Supervisor - Paul Monroe; Producer - Richard Lewis; Directors - Charles Durbin & Mervin Nelson; Writer - Peter Barry; with Peggy Ann Garner, Peggy French, Joseph Buloff & others in a situation comedy.....part of Weintraub's block time buy.

12:30-1pm every Saturday; I Cover Times Square moves to this time from Thursday evening; Sponsor - Air-Wick; Agency - Weintraub; the Harold Huber dramatic program.

Not carried last week

LAST WEEKS ARRIVALS & DEPARTURES

ABC - Ted Mack Family Hour debuted in 6-7pm Sunday time, with the last half hour simulcast; variety show featuring Regina Resnik, Sammy Herman, Charlie Magnante, Tom Scott, The Mack Triplets, Johnny Coy, Minda Long, Gladys Watts, Jean Steel, and others; Produced by Reemack Prods (former Major Bowes org.).....starting Feb 25 first half hour on alternate weeks will be sponsored by C.A. Swanson & Sons for their canned & frozen poultry & margarine products; Agency - Tatham-Laird (Chi) for 53 weeks.

CBS - Robert Q. Lewis Show departed the 11-11:15pm Sunday time, replacement not set.

Big Top moved to 12-1pm Saturdays with a new sponsor - Nat'l Dairy Corp.

Doug Edwards & The News debuted a Saturday segment at 7:45-8pm.

DuM - Eloise Saluted The Stars moved to 11-11:15pm Fridays from former Tuesday slot.

WOR - Now You're Cooking debuted in the 12:15-12:30pm Thursday time, with Val Lewis & Milo Boulton conducting a competition between 3 housewives,plus a guest judge; Producer is Mende Brown WOR; Sponsor - Hygrade Foods.

PIX - Giggle Theater debuted in the 5:05 to 5:30pm Monday time, with Dick Collier showing old silent comedy movies (replaces Capt. Glenn's Bandwagon)

Golden Gloves - Kool Cigarettes bought 28 spots adjacent to the telecasts thru Ted Bates Agency.

Voice of Youth debuted in the 2-3pm Saturday time, starring the teen-age staff of the Midwood Community News, a Brooklyn sectional newspaper; program will feature a roundup of teen-age news and features in a city-room newspaper setting; Joe Bolton will supervise & appear & Al Hartigan will direct.

DuM - Saturday Night At The Garden picked up a sponsor for the 9:30-10pm segment seen on 9 DuMont stations; Sponsor - US Army & US Air Force (13 weeks); Agency - Grant; to encourage enlistments; Curt Gowdy & Don Dunphy announce both the event and the enlistment pitches.

[illegible]

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FUTURES

Jan 21 - NBC -- The Magic Slate, dramatizing famous children's stories & other great literary works, resumes at 5:30-6pm Sundays, alternating with "Watch The World", from WNBQ Chicago; Sponsor - Derby Foods for Peter Pan Peanut Butter; Agency - Needham,Louis&Brorby; stories to be done include: "Aladdin", "Young Abe Lincoln","Pinocchio","Robin Hood","The Emperor's New Clothing","Tom Sawyer"episode,&"Alice In Wonderland" in 3 episodes; Producer - Norman Grant; Directors - Bob Hopkins & Lyn King; costumes - Rita Dhu Ray, all Chicago. (was a summer filler).

Jan 25 - CBS -- Bride & Groom, radio favorite, debuts for Tuesdays & Thursdays on the network at 3:15-3:30pm; Thursday Sponsor - Hudson Paper; Agency - Duane Jones; Packager - Masterson,Reddy&Nelson; with John Nelson as MC for the actual marriage extravaganza of ceremony & gifts.

Jan 28 - CBS -- Versatile Varieties Junior Edition debuts in the 11:30-12Noon time on the network; Sponsor - Bonifide Mills for Bonny Maid Versa-Tile; Packager - Charles Basch; the senior edition has been cancelled on NBC-TV.

Jan 29 - CBS -- Garry Moore Show picks up across the board sponsor for its 2-2:15pm segment, effective this date - Procter & Gamble; Agency - Compton; show features Durward Kirby, vocalists Denise Lor & Ken Carson, and Howard Smith's Orch (at 2:30-2:45pm sponsor also has "1st 100 Years")

Feb 1 - DuM -- Universal Homemaking with Susan Adams debuts at 2-2:15pm Thursdays on WABD; Sponsor - Universal Appliances; Agency - Goold-Tierney; Produced by Bob Loewi & Don Ross Assoc; Director - Wesley Kenney.

Feb 3 - NBC -- Victor Borge Show debuts in the 7-7:30pm Saturday time; Sposnor - Kellogg's; Agency - Kenyon & Eckhardt; Producer - Perry Lafferty; Writer - Robert Quigley; Music - Phil Engalls; featuring name variety guests.

Feb 4 - PIX -- Madison Square Garden Sports picks up new sponsor through March 29 - Melville Shoe Corp for Thom McAn footwear; Agency - Neff-Rogow; Supervisor - Stewart Brown,N-R; events are aired Monday through Thursday and are co-sponsored by Webster Cigars & Standard Brands...this is Thom McAn's TV debut....25% of the time is still available.

Feb 14 - ABC -- Al Gannaway's Half-Pint Party will debut in the 4:45-5pm Mon-Fri time on the network, sponsored on Wed & Fri by Sam Smith Shoe Co for Little Yankee Shoes over 16 sta (52 weeks); Agency - D-F-S; it's a juvenile panel variety program with guest stars and daily features; Pkgr-Telco.

CBS -- Jake LaMotta-Ray Robinson Championship Fight for middleweight crown will be simulcast with commentary by Russ Hodges & Ted Husing; Sponsor - Pabst; Agency - Warwick & Legler; Robinson is welterweight champ

Feb 20 - ABC -- Going Places With Betty Betz debuts in a 15 minute series sponsored by General Shoe Corp for Friendly Shoes (Edgewood Shoe Division; Agency - Anderson, Davis & Platte; time not set; teen-age participations.

add

Sat(20) ABC -- 10:30-11am; DEBUT - Fun Fair on WJZ-TV only; audience participation show for children; with Jay Stewart, MC.

11-11:30am; Faith Baldwin Theater of Romance will perform "To My Beloved Wife" with Walter Abel & Sylvia Field (see details on Pg 2)

PROGRAM	NET	TIME	GUESTS
			FRIDAY JANUARY 12
Eva Gabor	ABC	8-8:15	Dorothy Kilgallen, Mr. John
Faye Emerson	ABC	7:15-7:30	Anthony Quinn, Arnold Stang, Horace MacMahon
Garry Moore	CBS	1:30-2:30	Betsey Barton
Hands of Mystery	DuM	9-9:30	The Campus Killer; with James Van Dyke, Fay Roope, Peter Fernandez, Wendell Phillips, Elizabeth Ross
Penthouse Party	ABC	8:30-9	John Beal, June Christie, Walter Kiernan, Rosalie Allen
Star of the Family	CBS	10-10:30	Henny Youngman replaces Buddy Lester as guest
Trapped	WOR	8:30-9	Bound Together;with Robert Hewson, Clay Sandford, Audrey Stevens, Richard G. Cheffey
We, the People	NBC	8:30-9	Cole Porter, Robert J. Flaherty
Women Talk it Over	WOR	11:30-12N	Luella Geer, Nancy Kelly
			SATURDAY JANUARY 13
Frank Sinatra	CBS	9-10	Jackie Gleason, Buster West, June Hutton
Jack Carter	NBC	8-9	Joanne Dru, John Ireland, Martha Wright
Ken Murray	CBS	9-10	Wayne Morris, Marilyn Maxwell
Your Show of Shows	NBC	9-10:30	Martha Scott
Stork Club	CBS	7:45-8	Melville Cooper, Muriel Stafford
			SUNDAY JANUARY 14
Bigelow Theater	CBS	6-6:30	Rewrite for Love - by Virginia Mullen & William Alland; with Wanda Hendrix, Gig Young, Chick Chandler, Hillary Brooke (TV Film)
Celebrity Time	CBS	10-10:30	Robert Ruark, Harriet Van Horne
Colgate Comedy Time	NBC	8-9	Jerry Lester, MC; Broadway Open House troupe, Joan Bennett, Fred Allen, Pat O'Brien, Burr Tillstrom & Kukla, Fran & Ollie
Leave it to the Girls	NBC	7-7:30	Art Ford, Sarah Churchill, Peggy Ann Garner
Philco Playhouse	NBC	9-10	The Lost Diplomat - by Oscar Shisgall; adapt by Mary Orr & Reginald Denham; with Scott McKay, Frances Reid, Mary Alice Moore, Bruce Gordon, Roger de Koven, Maxine Stuart

PROGRAMS	NET	TIME	GUESTS
			SUNDAY JANUARY 14(Continued)
Showtime, USA	ABC	7:30-8	Lew Parker, Jarmila Novotna, The Ink Spots; Clive Brook & Betsey Von Furstenberg, Margaret Phillips in a scene from Second Threshold; Ruth Hussey, MC
This is Show Business	CBS	7:30-8	Arline Francis, Herb Shriner, Eddie Fisher Gloria Gilbert
Toast of the Town	CBS	8-9	James Melton, Joey Adams, Moira Shearer, Bill Graves, Anna Maria Alberghetti, Skating Carters
Paul Whiteman Revue	ABC	7-7:30	Mimi Benzell, Marilyn Day, Gehrig & Weismuller
Who Said That	NBC	10:45-11:15pm	James Thurber, Elliott Nugent, Ilka Chase
			MONDAY JANUARY 15
At Home	CBS	11-11:15	Martha Wright
Garry Moore	CBS	1:30-2:30	Jack Guilford
Hollywood Screen Test	ABC	7:30-8	Chester Morris, lead; Fredd Wayne & Carol Ohmart, tests
Kate Smith	NBC	4-5	Henny Youngman, The Skylarks
Lights Out	NBC	9-9:30	The Bottle Imp - by Robert Louis Stevenson; adapted by Richard E. Davis; with Donald Buka, Glenn Langan, Joan Chandler, Norman Rose, Francis Bethancourt, Naomi Ray, Raoul De Leon
Lucky Strike Theater	NBC	9:30-10:30	Victoria Regina - by Laurence Housman; adapt by Robert Montgomery; with Helen Hayes, Kent Smith, Alexander Clark, Olga Fabian, Edward Harvey, Ivan Simpson, Halliwell Hobbes, Charles Francis, Harrison Dowd, Tom Martin, Augusta Roeland, Sarah Burton, Miriam Stovall, Cherry Hardy, Wells Richardson, Byron Russell, Michael Alexander, Leslie Barrie, Robert Harris, Henry Gurvey, Liam Dunn, Neil Fitzgerald, Anita Bayless, Patricia Marmont
Lux Video Theater	CBS	8-8:30	Purple & Fine Linen - by May Edginton; adapt by Denis Johnston; with Ilona Massey, Basil Rathbone, Claud Allister, Frances Greet, Adia Kuzmetzoff, Oswald Marshall, Hugh Green, Malcolm Beggs, Elinor Randall
Studio One	CBS	10-11	Track of the Cat - by Walter Van Tilburg Clark; adapted by Betty Young; with Stanley Ridges, Jane Seymour, Logan Fields, Richard Carlyle, Michael Wager, Annette Erlanger, Reba Tassell, Frank DeKova
Talent Scouts	CBS	8:30-9	Beverly Hunziker, June Allis, Al Wallis, Three Gents & a Juvenile
Voice of Firestone	NBC	8:30-9	Eugene Conley, tenor

PROGRAM	NET	TIME	GUESTS
			TUESDAY JANUARY 16
Armstrong Theater	NBC	9:30-10	This Younger Generation - by William Noble; with Jack Dimond, Pat Gaye, Roger Sullivan, Loring Smith, Geraldine Wall
Billy Rose Show	ABC	9-9:30	The Whirligig of Life - by O. Henry; adapted by Paul Osborn; with Tom Ewell, Kay Murtagh, Roy Fant
Danger	CBS	10-10:30	Appointment with Death - by Sheldon Reynolds; with Dean Harens, Mary Stuart, Jerome Thor, Kathleen Comegys, Raymond Bramley, John McGovern
Cavalcade of Bands	DuM	9-10	Frankie Carle & Band, Helene&Howard, Francis Brunn, Erwin Corey, the Mad Professor
Fireside Theater	NBC	9-9:30	Looking Through - by Curt Siodmak; Irene Vernon, Edgar Barriere, David Wolfe, Ken Harvey, John Warburton, Helena Dare, Bill Griffith
Garry Moore	CBS	1:30-2:30	Meredith Wilson
Startime	DuM	10-11	Hi, Lo, Jack & the Dame; the Hi-Hatters
Success Story	ABC	2:15-2:30	Sally Victor
Suspense	CBS	9:30-10	The Fool's Heart - by Eugene Manlove Rhodes; adapt by Ruth Woodman; with Henry Hull, Robert Emhardt, George Reeves, James Broderick
Prudential Playhouse	CBS	8-9	Skylark -by Samson Raphaelson; with Getrude Lawrence, Donald Cook, John McQuade, Haila Stoddard, Donald Curtis, Ann Summers, Don McClelland
			WEDNESDAY JANUARY 17
Dinner at Sardi's	WOR	7:30-8	John Scarne, card shark expert
Four Star Revue	NBC	8-9	Jack Carson, MC; Sweeny & March, Betty & Jane Kean
Garry Moore	CBS	1:30-2:30	Francis Lederer
Godfrey & Friends	CBS	8-9	Borrah Minevitch Rascals
Kate Smith	NBC	4-5	Golden Gate Quartet
Kraft Theater	NBC	9-10	The Best Years - by Raymond Van Sickle; adapt by R. Howard Lindsay; with Augusta Dabney, Dorothy Sands, Leslie Nielson, Bonnie Baken, Sylvia Davis, Raymond Van Sickle, John Seymour, Sally Chamberlain
The Plainclothesman	DuM	9:30-10	Storm Warning - by Melina Palmer; with James Bender, Joe Downing, Marcia Walters, Kate McComb, Moultrie Patten

PROGRAM	NET	TIME	GUESTS
			WEDNESDAY JANUARY 17 (Continued)
Somerset Maugham	CBS	9-9:30	The Vessel of Wrath - adapted by De Witt Bodeen; with Martha Scott, Bramwell Fletcher, Robert Harris, Howard Wieran
The Web	CBS	9:30-10	Essense of Strawberry -by Nigel Kneale; adapt by Alvin Sapinsley; with Michael O'Halloran, Sally Gracie, Leslie Paul
			THURSDAY JANUARY 18
Alan Young	CBS	9-9:30	Wallace Ford, Paco, singer-guitarist
Ford Star Revue	NBC	9-10	Jay Marshall, Lorraine Rognan
Holiday Hotel	ABC	9-9:30	Maureen Cannon
Kate Smith	NBC	4-5	Sonja Henie, Elizabeth Arden
Lilli Palmer	CBS	6:45-7	Archduke Franz Josef, Princess Marta
Nash Airflyte Theater	CBS	10:30-11	The Pot of Gold - by John Cheever; adapted by Ellis Marcus; with Joan Blondell, Richard Arlen, Olive Deering, Riza Royce, William Lee, Perry Bruskin
Success Story	ABC	2:15-2:30	Doris Sharpe
Opera Concert	WOR	8:30-9	Frances Greer, Norman Scott
The Show Goes On	CBS	8:30-9	Alan Shackner, Danny Shaw, Lillian Shelby, Martez & Lucia(Special Anniversary Show)
			FRIDAY JANUARY 19
Big Story	NBC	9:30-10	Joseph Graham, John F. Hamilton, Stuart A. Germain, Dallas Boyd, Francis DeSales, Jim Boles, Ida Crystal Goldman, Charles A. Bell, Michael Dreyfuss, Thomas M. Heaphy, John Horn
Faye Emerson	ABC	7:15-7:30	Jerry Colonna, Richard Tyler
Penthouse Party	ABC	8:30-9	Hurd Hatfield, Nancy Andrews, Trini Reyes
Pulitzer Playhouse	ABC	9-10	Light up the Sky - by Moss Hart; adapted by Felix Jackson; with Patricia Morrison, Lee Tracy, Polly Rowles, William Terry, Tom Helmore
Eloise Salutes	DuM	11-11:15	David Broekman
Star of the Family	CBS	10-10:30	Kyle MacDonnell, Ben Blue, Page Cavanaugh Trio
Twenty Questions	WOR	8-8:30	Barbara Britton
Perry Como	CBS	7:45-8	Teresa Brewer

WEDNESDAY JANUARY 11 (Continued)

CBS 9-9:30 The Vanishing Wrench - adapted by [illegible]
Starring Ruth Morris Scott, Theodore [illegible]
Robert Ryan, Howard Wilson

CBS 9:30-10 Ranch of Strangeness by Ethel Luce [illegible]
[illegible] Lindsay, with Michael [illegible]
Sally Ladue, Leslie Paul

THURSDAY JANUARY 12

CBS 9-9:30 William Ford, Pboo, singer-entertainer

MBS 9-10 Jay Meredith, Lorraine Rogers

ABC 9-9:30 Warren Barton

MBS 9-9 Sonia Henie, Elizabeth Arden

CBS 9:30-9 Adventure Front Josef, Princess Martha

CBS 10:30-11 The Pot of Gold - by John Cheever; adapted by
Bitter Harvest, with Joan Blondell, Richard
Arlen, Olive Deering, Anne Joyce, Milton Lee, Ruth Robbins

ABC 8:15-8:30 Hedda Sharpe

NBC 8:30-9 Tribune Green, Norman Scott

CBS 8:30-9 Alan Drucker, Benny Show, Milton Berle

ABC 8:30-9 Barber & Linda(Special Arrangements)

FRIDAY JANUARY 13

MBS 9:30-10 Joseph Graham, John F. Kirkland, Donald A.
Dorothy Collins Zoyd, Theodore Bunting, Bertram
Dolan, Ice Crystal Collins, Charles A. Bell, Ruth Kerr
Thomas M. Hedge, John Sorr

ABC 7:15-7:30 Jerry Colonna, Richard Tyler

ABC 8:30-9 Jane Ruffield, Nancy Andrews

ABC 9-10 Wings to the Sky - by Mona Barrie; adapted by
Fairy Jackson, with Patricia Kirkland, Lee
Tracy, Polly Rowles, William Terry, Tom Holmes

NBC 11-12:30 Sound Broadcast

CBS 10-10:15 Kyle Macdonnell, Tex Ritter, Jose Cabanero

Ross Reports

WEEK OF:
JAN 14-21, 1951

TALENT LOCATOR SERVICE

IN NYC & AVAILABLE FOR GUEST SHOTS

RICHARD ARLEN - AGT: Nat Rudich, Gainsb'h

JOHN BARAGREY - drama; AGT: Gloria Safier

ERIC BLORE - AGT: J. Lawrence, Agts TV Cp

BARBARA BRITTON - AGT: Lawrence, Agts TV

GERALDINE BROOKS - AGT: M. Jurow, Wm Morr

CAB CALLOWAY - AGT: General Artists Corp

THE CHAMPIONS - "Mr. Music" dancers; AGT: Jane Deacy, Louis Shurr

DANE CLARK - PRESS: Howard Weissman

NANCY COLEMAN - drama; AGT: Pat Harris at Lee-Harris-Draper

RICHARD CONTE - drama, int'w; AGT: GAC

JEROME COWAN - TV drama; AGT: Lucy Kroll

CONSTANCE DOWLING - drama; AGT: Milt Goldman at Paul Small

TODD DUNCAN - vty, intw; AGT: Eleanor French, Columbia Artists

WILLIAM EYTHE - Sundays & daily up to 8pm AGT: M. Goldman, Small

JAMES T. FARRELL - limited no. interviews CONTACT: Martin Miller

GERALDINE FITZGERALD - AGT: Gloria Safier

EDW EV HORTON - AGT: Joe McGee, Wm Morris

PHIL LEEDS - will be in "Make A Wish"; AGT: Bonnie Alden, Baum-Newbn

JEFFREY LYNN - drama; AGT: Priscilla Morgan at Liebling-Wood

PHIL REGAN - PRESS: C. Dreyfuss & A.Delynn

CYRIL RITCHARD & MADGE ELLIOTT - drama & vty (have material); AGT: Mrs Head at John Gibbs Agcy

GLADYS SWARTHOUT - until Feb 1; AGT: Eleanor French at Col. Artists

COMING TO NYC FOR GUEST SHOTS

LOUIS ARMSTRONG - this week; AGT: Assoc. Booking, Joe Glazer

MAX BAER & MAXIE ROSENBLOOM - late this week; AGT: Eddie Lewis, Int'l Th Attr

JOYCE CARY - author of "A Fearful Joy", from England Jan 21; CONTACT Ramona Herdman, Harper & Brc

JEANNE CRAIN - from coast in several days AGT: Joe McGee, Wm Morris

BETTE DAVIS, GREGORY PECK - in 2 weeks for NY Film Critics' Awards; CONTACT: Ed Sullivan, 20th Century-Fox

JOHNNY DESMOND - this week; AGT: MCA

GRACIE FIELDS - from England in several days; AGT: Harry Kalcheim, Wm Morris

JOAN FONTAINE - this week; AGT: McGee, WM

LIONEL HAMPTON - in 10 days; AGT: Assoc Booking, Glazer

BOBBY JORDON - from tour Feb 3; AGT: Jerry Rosen

RICHARD KILEY - from Hwood pic job; AGT: Steve Draper, Lee-Harris-Draper

ANNE SHELTON - from Eng in early March; CONTACT: London Records

ANNE SEYMOUR - has feature role in film, "Whistle Stop"; to NYC Jan 15; AGT: Mrs. Head at John Gibbs Agcy

CHARLES TRENET - Feb 15 from Europe; No Agt named as yet

JANE PICKENS - from coast in Feb; AGT: Moe Gale, Gale Agency

** This is a new regular weekly feature of Ross Reports. A 2nd page of capsule reviews of acts, TV, drama, will be added next week. Telephone info included.

Ross Reports

RECEIVED JAN 24 1951 NBC GENERAL LIBRARY

ON TELEVISION PROGRAMMING

 · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

ED & PUB: Wallace A. Ross VOL. 2 NO. 10 JAN 21-27, 1951
RESEARCH: Robert Cinader SUPPLEMENT D

2nd ANNUAL POLL OF SUBSCRIBERS

FINDS CROSS-SECTION OF TV EXECUTIVES VOTING ON MAJOR PROGRAMMING QUESTIONS

CONSENSUS: More progress called for...more film a certainty...radio resurgence temporary...kines still poor...ratings an impossible problem...new ad techniques will help support TV...coast-to-coast cable will make news...wartime restrictions significant...UN coverage outstanding.

FAVORITES: Show of Shows with Caesar & Coca -- Dave Garroway -- Studio One -- Durante Arlene Francis -- Hit Parade -- "Alice In Wonderland" -- Burns & Allen Billy Rose Show -- Lucky Strike Commercial -- Paul Whiteman Revue -- UN -- Alan Young on kine -- Kate Smith in daytime -- Ken Murray

Berle & Godfrey slump....but Milton is credited with selling most Sets

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Our poll returns this year were enriched by a broader base of TV executives, creative personnel and performers. A full breakdown of respondents shows representation from: Networks & Stations...Ad Agencies...Reps...Sponsors... Motion Picture Companies...Film Distributors...Commercials Producers...Independent Packagers.... the Trade Press...Researchers...Unions...Agents...Announcers...Actors...and Actresses. In almost every case, enthusiasm was expressed at having the opportunity to comment on television programming. Both the opinion section & the poll of favorites drew sincere thoughts....as presented on this and the following pages.

1. Were you satisfied with Television's Program Development during 1950? Why?

Yes - Although still but a few years old, television took rapid strides in the development of Saturday programming, late evening programming, morning and afternoon programming....meeting the tremendous time gaps with a variety of entertainment and service shows.(This viewpoint held by the majority of network & agency executives, who, of course, were the primary ones faced with meeting the aforementioned problems).

No - Echoing last year's replies to this same question, there is still a lack of new, original shows...as well as news programming, public service efforts, discussion formats, and general educational possibilities. For the most part, TV is still "warmed-over radio"....pitched at a level that is far too low. (This viewpoint held largely by creative people - writers & performers. From a writer: "culture sunk, an increase of bunk". From an announcer: "The number of commercials are driving even me batty.")

- more -

**Subscribers who have not yet done so are urged to return the enclosed form regarding subscription after Feb 1....

[illegible]

2. Your forecast as to program trends in 1951

Predictions stressed increasing use of film, especially for dramatic programs....even more daytime programming, as the only time when there is still room.... unshackling of their stars for TV appearances by the movie studios....continuance of the late evening programming trend....less sports telecasts as a result of decreased attendance....more educational programming....more news and public affairs programs... and several pessimistic views including - further deterioration to the radio level & professional suicide by certain performers seen too often on TV screens.

3. What effect will the national emergency have on programs?

The normal expectancy - a trend toward G.I. programs of a morale building nature("at first sincere Americanism, then escapism")...more and more female talent ("God forbid!")....tired people faced with restrictions on travel, etc. will stay home more and watch television....more musical-variety programs will emerge....news and public service will get better treatment....excess profits taxes will bring more advertising into the field, with the possibility of even bigger, expensive programs.

4. What will be the biggest Television news of 1951?

Completion of the coast-to-coast cable is predicted as the most significant development of 1951, although several point out that the high cost and time differential may restrict the number of users for a while....also predicted: governmental use of television in a dramatic defense move....TV's survival in the face of shortages of material as well as a possible 100% cutback in receiver manufacture....big screen TV in theaters on a regular basis....development of a scenic technique for static as well as moving settings by use of opticals.,...and, whimsically, Bing Crosby's TV debut.
(little mention of color)

5. About the resurgence of Radio?

Radio usage is up, but its resurgence, if any, is dependent upon TV restrictions as to telecasting and increased receivers. At best, it is felt, the bolster is a temporary one, occasioned by the emergency. Although there is some agency activity in the direction of re-use of radio, the prevailing feeling is "why spend money on radio when TV is taking over". From an actor - "Bankhead's doing her darndest.... as for me, I'm always available!" From a writer - " Radio will become 1. A newscast; 2. A musi-cast; 3. An outcast, except for the first 2 categories".

6. Can you foresee one star (talent) rising to the top?

Although a general improvement in the calibre of talent seems much more desireable, nominations include: Sam Levenson, Jack Benny, Ben Blue, Hank McCune, Steve Allen, Groucho Marx (in a new format), a Damon Runyon series, Sid Caesar & Imogene Coca ("Caesar could be the greatest of our generation, with his ability to draw from human experience"). From an actor (they seem the most expressive) - "No..the old onos won't let them!"

7. What effects will the rise in talent fees have on productions?

In general -- more headaches. Specific predictions: a spur to ingenuity & cost analysis, which will result in careful casting, smaller casts, less rehearsal perhaps, but tighter, more careful, smoother productions. Variety programs won't be too greatly effected because most of their talent is already above scale, and rehearsals are in line with union minimums. The new scales may kill off medium-budgeted dramatic shows somewhat, but, in general, producers of bigger shows won't let talent and rehearsal fees interfere with putting on a good show, and those advertisers who sponsor such shows will be able to absorb the additional cost.

8. Are present-day kinescopes comparable to film...are they good enough?

"no...no...no. I turn off most." "Enough to make one turn on the radio."

9. What evidences of major film studio activity will there be?

Not only will there be more movie stars making TV appearances, whether for promotional reasons or in dramatic roles, but there will be more film production for television, both by independents and major studios - with the latter, probably using lesser-known contract players in films made specifically for TV airing (by way of a buildup?).....there will be more old films released to TV too....and deals for properties controlled by the studios.....but despite all this activity, New York will remain the TV Center.....and despite wartime solving of boxoffice problems, "movies will have to be better".

10. Can advertisers continue to support the medium?

Leaving room for any and all types of subscriber vision (Phonevision, Skiatron), advertising will continue to support TV (especially in view of monies made available by virtue of excess profits taxes).....but past practices will have to be abandoned in favor of TV-tailored techniques: perhaps more of the rotating sponsorship approach...or co-operative sponsorship in different markets...Respondents seem convinced, however, that TV is already a better buy than other media, and that increasing numbers of advertisers are finding ways to use the medium effectively.

11. Which pays off more - network or spot advertising?

For the big-budgeted advertiser, the consensus of response is that a network program is far and away more effective, through its greater identification of program and product, its nationwide promotion, and its extensive coverage. For concentrated area campaigns and for the smaller advertiser, regional and local spot advertising has proved a payoff in dollar sales. From the packager's viewpoint, there's some doubt as to whether local market sales potentialities are great enough to match those of a network contract.

12. Thoughts on Rating Services

Most respondents gave this question a brush-off, pleading ignorance of the situation. Those who expressed opinions were almost unanimous in their desire for a universal, central, accepted group to measure TV by controlled studies of sales effectiveness as well as the viewing audience. Most were agreed, however, that this was practically impossible in the face of competitive needs for sales promotion data..... and the lack of a universally-acceptable technique.

PROGRAM & PERSONALITY POLL

1. Show I Make a Point of Seeing: "Your Show of Shows", "Garroway At Large"
   (others: "Studio One", "Billy Rose", "Durante", "R.Montgomery", "K,F&O")
2. Show That Sold The Most Sets: Milton Berle's "Texaco Star Revue"
   (others: "Your Show of Shows", World Series, numerous championship fights)
3. Most Original Format: "Garroway At Large"
   (others: "Your Hit Parade", "Burns & Allen", "Cameo Theater", "Studs' Place")
4. Most Ambitious Undertaking: "Your Show of Shows" (NBC's Saturday Nite Revue)
   (others: Metrop Opera, CBS year-end specials, "Alice in Wonderland" on Ford)
5. Most Steadily Improving: "Ken Murray Show", "Star Time"
   (others: "Cavalcade of Stars", "R Montgomery Presents", Frank Sinatra)
6. Show that was "Pure TV" "Garroway At Large"
   (others: "Studio One", "Billy Rose Show", Kukla,Fran & Ollie", UN telecasts)

7. Best TV adapta of a Radio Show: "Your Hit Parade", "The Goldbergs"
(others: "Burns & Allen", "Groucho Marx","One Man's Family", "Aldrich Family")

8. Best out-of-NYC origination: "Garroway At Large", "Alan Young"
(others: "K, F, & O", "Studs' Place", "Groucho Marx")

9. Greatest Sponsor Identification: "Milton Berle", "Your Hit Parade"
(others: "The Goldbergs", "Talent Scouts", "Kraft Theater", Comedy Hour")

10. Best kinescoped show: "Alan Young" - no others named

11. Top all-around male star: Milton Berle
(others: Sid Caesar, Eddie Cantor, Jimmy Durante, Arthur Godfrey)

12. Top male comedian: Jimmy Durante
(others: Sid Caesar, Groucho Marx, Jerry Lester, Jack Benny, Ed Wynn, Jerry Lewis, Jack Gilford, Jack Carson)

13. Top male actor: Charlton Heston
(others: Leslie Nielsen, the late Richard Hart, Walter Slezak, Frank Albertson, Elliott Sullivan, Peter Cookson, Vinton Hayworth, Don Curtis)

14. Top male discovery: Sid Caesar, Jerry Lester, Sam Levenson

15. Top female star of a show: Imogene Coca
(others: Faye Emerson, Arlene Francis, Gertrude Berg, Fran Allison, Dagmar)

16. Top female actress: Felicia Monteleagre
(others: Mildred Natwick, Peggy Wood, Joan Loring, Vicki Cummings)

17. Top female discovery: Lilli Palmer, Imogene Coca
(others: Dagmar, Frances Robinson, Cara Williams, Patsy Lee, Mary Sinclair)

18. Most overworked guest: Faye Emerson, Abe Burrows
(others: Robert Alda, Al Capp, Maggi McNellis, Jose Ferrer, 50 others)

19. Top job of guesting: Arlene Francis
(others: James Melton, Groucho Marx, Jose Ferrer, Fred Allen, Josh White)

20. Show with the best settings: Paul Whiteman Revue, Studio One
(others: Ford Theater, Prudential Family Theater, Your Hit Parade)

21. Most memorable script: Biography (Gertrude Lawrence, Prudential Thtr)
(others: Alice In Wonderland (Ford), Julius Caesar (Studio One) - numerous)

22. The MC who's "just right": Ken Murray, Ed Sullivan
(Groucho Marx, Jerry Lester, John Daly, Garry Moore, Bill Stern)

23. Pleasing Sports announcer: Jimmy Powers, Curt Gowdy
(others: Red Barber, Mel Allen, Win Elliott)

24. Effective musical background: Danger (uses Tony Mottola on steel guitar)
(others: Frank Sinatra (Axel Stordahl Orch), R.Montgomery Presents, Studio One, Vaughn Monroe, Ray Block generally)

25. Top special event: United Nations coverage
(others: Opera, election returns, Truman speeches, CBS' Challenge of the 50s)

26. Best dramatic program: Billy Rose Show, Studio One, R. Montgomery
(others: Ford Theater, Pulitzer Prize Playhouse, Philco, Kraft)

27. Best situation comedy: Burns & Allen

(others: The Goldbergs, The Aldrich Family, Mama, Peter & Mary)

28. Smoothest Production: Garroway At Large

(others: Fred Waring Show, Paul Whiteman Revue, Your Show of Shows, Stu One)

29. Top variety show: Your Show of Shows

(others: Toast of The Town, Durante Show, Cantor Show, Texaco Star Theater)

30. Biggest slump: Milton Berle, Arthur Godfrey & Friends

(others: Showtime USA, Comedy Hour)

31. 1949 show I miss: Cameo Theater

(others: Chevrolet Tele-Theater, Eddie Condon, Ed Wynn for Camels, others)

32. Best panel quiz: What's My Line, This Is Show Business

(others: Eleanor Roosevelt, Meet The Press, Who Said That)

33. Show most suited to sponsor: Gillette Cavalcade of Sports

(others: Martin Kane, Milton Berle, Aldrich Family, Ken Murray, Goldbergs)

34. Top TV producer: Worthington Miner

(others: Max Liebman, Jed Harris, Robert Montgomery, numerous others)

35. Palatable daytime show: Kate Smith (scattered others)

36. Top TV interviewer: Arthur Godfrey, John Daly

(others: Eleanor Roosevelt, Dorothy Doan, Jimmy Powers, Garry Moore, Faye Emerson, Bill Slater, Clifton Fadiman, Ben Grauer)

37. Most original commercial: Be Happy Go Lucky (Strike)

(others: Schlitz Beer on Pulitzer Playhouse, Ballantine Beer, Chevrolet Dealers, Muriel Cigar(strip), Ed Wynn cindarella spot)

38. Commercial that sells: Lucky Strike, Arthur Godfrey

(others: Westinghouse with Betty Furness, Stopette, Sanka, Ammi-dent used on "Danger", Parliament spots, Schlitz)

39. Top film show for TV: Fireside Theater

(others: Hopalong Cassidy, the Pulitzer Show done on film, Lone Ranger)

40. Pet Peeve - Show OR Personality All "the girls" in general

(others: Wrestling, Leave it to the Girls, Arthur Murray Show, quizzes, puppets, Versatile Varieties, Milton Berle, Robert Q. Lewis..... countless other strictly personal feelings)

GENERAL COMMENTS

Best TV Drama - The UN telecasts.....Most Ambitious Undertaking - the election of Thomas Dewey.....Songs For Sale should return.....plea for repetition of shows, rather than wasting all that work on a one-shot.....from an announcer: less pitch selling; get new, better-looking announcers, reading from off-camera cards..... change the guest panel claque, there must be other more interesting guests..... A plea for ad agency-packager unity against network monopoly and extravagence..... from a network exec: "at some point TV will have to do more than entertain; maybe we can work out a marriage of entertainment & education"; from a literary agent: "if a program is not worth attention, neither shrieks nor whispers will hold it...nor the whole color spectrum....more attention should be paid to audience opinion"..... from a program packager: "remember, TV may very well be big business, but it will always be show business first".

Sun(21) - CBS(Ch2) 4-4:30pm; HIGHLIGHT; Film Highlights of the All-Stars Pro Football Game; played in LA 14 Jan; Sponsor - Pabst Blue Ribbon Beer; Agency - Warwick & Legler; Narration - Harry Wismer.

NBC(Ch4) 10:30-11pm; HIGHLIGHT; Civil Defense Show ; with Mayor Vincent R. Impellitteri, Arthur P. Wallander; official opening of Civil Defense Week; talks, films, live demonstrations;Ben Grauer,Narr

5:30-6pm; DEBUT; The Magic Slate , dramatizing famous children's stories & other great literary works; from WNBQ hicago, alt with"Watch the World"; Sponsor - Derby Foods for Peter Pan Peanut Butter; Agency - Needham, Louis & Brorby; Producer - Norman Grant; Directors - Bob Hopkins & Lyn King; costumes - Rita Dhu Ray, all Chicago.

Mon(22) - ABC(Ch7) 8:30-9pm; HIGHLIGHT; Dr. Webb of Horseshoe Bend; documentary produced for the American Medical Association; Producer - Marshall-Hester Productions; Director - Martin Magner; Writer-Joseph Liss; AMA Supervisor - Dr. W.W. Bauer; Walter Hampden will star with a cast of 15; show to be kinescoped and shown throughout the country.

7-7:05pm Mon-Fri; DEBUT; Cook's Champagne Party; with Della & Andy Russell; Music - Mort Lippman; Sponsor - Schenley's for Cook's Champagne; Agency - Biow; Producer - Norman Zeno, MCA; Director - Babette Henry, ABC; Packager - MCA.

CBS(Ch2) 2:45-3:30pm Mon-Wed,Fri, 2:45-3:15pm Thu; DEBUT; The Johnny Johnston Show ; with Johnny Johnston, Rosemary Clooney, the Bernie Layton Orchestra, Loman & Fields, dancers; songs, interviews, specialty acts; Producer - Louis Melamed, CBS; Director-Jerome Schnurr, CBS; Announcer - Harry Marble, CBS; Replaces Robert Q's Matinee.

NBC(Ch4) 5:30-6pm,Mon, Tue, Thu, Fri; CHANGE; Howdy Doody Show. Colgate Dental Cream renews for 52 weeks for the 5:30-5:45 slot on Mon & the 5:45-6 slot on Tues & Thur; Agency - Ted Bates; Ovaltine renews for 26 weeks for the 5:45-6 slot on Fri; Agency -Grant, Chicago; all 10 available 15 min segments are now sold out.

Thurs(25)- DuM(Ch5) 8:30-9pm; CHANGE; Broadway to Hollywood moves to new time&day.

CBS(Ch2) 3:15-3:30pm Tue,Thu; DEBUT; Bride & Groom; TV version of radio show; Sponsor - Hudson Paper, Thur only; Packager - Masterson, Reddy & Nelson; Agency - Duane Jones; John Nelson as MC for the actual marriage extravaganza of ceremony & gifts.

Fri(26) - NBC(Ch4) 9-9:30pm; DEBUT; Henry Morgan's Great Talent Hunt; with Henry Morgan & Arnold Stang; Sponsor - Campbell's Soups; Agency - Ward Wheelock; Supervisors - Russ Johnston & Mike Levin; Packager - Herb Moss; Writers - Joe Stein & Will Glickman; Casting - Herb Moss; show replaces"Versatile Varieties."

Sat(27) - CBS(Ch2) 7-7:30pm; DEBUT; Sam Levenson Show; Levenson telling tales of family life; Sponsor - Oldsmobile; Agency - D.P. Brother Co; Producer - Irving Mansfield, CBS; Director - Byron Paul, CBS.

[illegible] - [illegible]

[illegible]

[illegible] - [illegible]

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[illegible]

[illegible] - [illegible]

[illegible]

[illegible] - [illegible]

[illegible]

[illegible] - [illegible]

PROGRAM	NET	TIME	GUESTS
			FRIDAY JANUARY 19
Cavalcade of Stars	DuM	10-11	Jackie Gleason, Mimi Benzell, Steve Evans, June Taylor Dancers, Harold & Lola
Eva Gabor	ABC	8-8:15	Vinton Freedley, Col. J.P. May, head of WAF
Fashion Magic	CBS	3:30-4	Arthur Tracy, street singer, Mrs John Davis Lodge, wife of the Governor of Connecticut
Hands of Mystery	DuM	9-9:30	The Clue of the Black Button; with Hugh Franklin, Joy Reese, Paul Donah, Henry Barnett, Lewis Howard, Fay Sapington
Trapped	WOR	8:30-9	Murder Me Free; with Salem Ludwig, Bonnie Barton, David Roth, Wendell Phillips
We, the People	NBC	8:30-9	Abe Burrows
Women Talk it Over	WOR	11:30-12N	Ham Fisher, cartoonist; Brigance, designer
			SATURDAY JANUARY 20
Faith Baldwin Theater	ABC	11-11:30am	My Beloved Wife - adapted by Allen Boretz; with Walter Abel, Sylvia Field, Toby Sommers, Ben Cooper, Jason Johnson, Robert H. Harris, Verly Mills
Frank Sinatra	CBS	9-10	Laraine Day, Leo Durocher, Phil Foster
Jack Carter	NBC	8-9	Cab Calloway, Lilli Palmer, Elsa & Waldo
Ken Murray	CBS	8-9	Marjorie Lawrence, Richard Arlen
Say it with Acting	NBC	6:30-7	Call Me Madam vs Guys & Dolls
Your Show of Shows	NBC	9-10:30	Lena Horne
Stork Club	CBS	7:45-8	Mr & Mrs Ernest Truex
			SUNDAY JANUARY 21
Arthur Murray	DuM	9-9:30	Arthur Lake, June Allis, Anna Maria Alberghetti
Bigelow Theater	CBS	6-6:30	Bad Guy - by Felix Jackson; with Lee Bowman, Barbara Lawrence, John Archer, Pierre Watkin
Celebrity Time	CBS	10-10:30	Jarmila Novotna, Arthur Fiedler
Comedy Hour	NBC	8-9	Mike Todd Revue; with Bobby Clark, MC; Julie Wilson, Claire & the Maxwells, Willie West & McGinty
Leave it to the Girls	NBC	7-7:30	Eva Gabor, Harriet Van Horne, Ted Malone
Who Said That	NBC	10:30-11	Robert Ruark, Ralph Bellamy, Dorothy Kilgallen

PROGRAM	NET	TIME	GUESTS
			SUNDAY JANUARY 21 (Continued)
Philco Playhouse	NBC	9-10	Confession - by David Shaw; adapted from "Whatever you've Done" by Gertrude Schweitzer; with John Ireland, Neva Patterson, John Sylvester, Nelson Omlsted, James Van Dyke, Agnes Speller, Ken Rockefeller, Bob Simon, Thomas Heaphy, Douglas MacLean, Hollis Mitchell
Showtime, USA	ABC	7:30-8	Moss Hart, Kitty Carlisle, Ben Blue, Jean Carroll; Pat O'Brien, Lee Tracy, Arnold Stang in a scene from Front Page
This is Show Business	CBS	7:30-8	Faye Emerson, John Gielgud, Sam Levinson, Junie Keegan
Toast of the Town	CBS	8-9	Margaret Truman, Roland Young, Jimmy Wakely, Jan Murray, Evelyn Tyner, the Nonchalants
Paul Whiteman Revue	ABC	7-7:30	Jane Froman, Maureen Cannon, Robert Maxwell
			MONDAY JANUARY 22
At Home	CBS	11-11:15	Doretta Morrow
Fashion Magic	CBS	3:30-4	Gaylord Hauser, Betty Betz, Don Cherry
Margaret Arlen	CBS	11:15-12N	Ceil Chapman, Joan Boochever, floral design.
Faye Emerson	ABC	7:15-7:30	Dr. Ralph Birne, lie detector expert
Garry Moore	CBS	1:30-2:30	Wally Cox, Mickey Ross & Bernie West
Hollywood Screen Test	ABC	7:30-8	Margaret Lindsay, lead; Ed Peck & Frank Schofield, tests
Kate Smith	NBC	4-5	Ann Revere
Lights Out	NBC	9-9:30	For Release Today - by Peggy Phillips; with K.T. Stevens, Vinton Hayworth, Guy Sorel, William Turner, Herbert Rudley
Lux Video Theater	CBS	8-8:30	Manhattan Pastorale - by Matt Taylor; adapt by Robert Cenedella; with Teresa Wright, Francis Lederer, Mike Kellin, Murvyn Vye, Harold Stone, Knox Fowler, Oswald Marshall, Walter Matthau, Billy Sands
Musical Comedy Time	NBC	9:30-10:30	Louisiana Purchase - by Irving Berlin & Morrie Ryskind; adapted by David Hughes; with Victor Moore, Irene Bordoni, Sandra Deel, Jerry Wayne, Kem Dibbs, Dale Engle, Betty Brewer
Studio One	CBS	10-11	The Trial of John Peter Zenger - by Irve Tunick; with Frank Sundstrom, Judson Laire, Alfreda Wallace, Berry Kroeger, John Newland, Robert Fuller, Robert Craven, Paul Potter, Lloyd Richards, Harry Thomas, Horace Braham, Rudolph Watson, Jimmy Goodwin, Frank Wilson

[illegible]

PROGRAM	NET	TIME	GUESTS
			MONDAY JANUARY 22(Continued)
Talent Scouts	CBS	8:30-9	Al Martino, baritone; Joan Keenan, singer; Hi-Lo-Jack & the Dame; Lynn Johnson, impress. Steve Allen substituting for Godfrey
Voice of Firestone	NBC	8:30-9	Bidu Sayao
Women Talk it Over	WOR	11:30-12N	Rita Shaknove, furniture designer
			TUESDAY JANUARY 23
Armstrong Circle Theater	NBC	9:30-10	Silver Service - by Doris Halman; with Geraldine Brooks, John Archer, Alan Manson, Dorothy Eaton, Mary Stewart
Billy Rose Show	ABC	9-9:30	The Chaser - by John Collier; adapted by Robert Pressnell Jr; with Otto Premminger, Mary Sinclair, Murray Hamilton
Cavalcade of Bands	DuM	9-10	Shep Fields & orchestra, Mickey Deems, Russell Arms & Liza Palmer, Wynters & Angeline
Danger	CBS	10-10:30	The Ghost is Your Host - by Denis Green; with Frank Albertson, Cloris Leachman, H. McGee, E.G. Marshall, Phil Truex, Charles Mendrick
Fireside Theater	NBC	9-9:30	Drums in the Night - by Frank Wisbar; with Malcolm Keen, Lester Matthews, George Zucco, Bill Washington, Betty Harford, Don Blackman, Bruce Lester
Garry Moore	CBS	1:30-2:30	the Bunin Puppets
Kate Smith	NBC	4-5	Sig Rothschild, art collector; Frank Marlowe
Margaret Arlen	CBS	11:15-12N	Burton Holmes
Star Time	DuM	10-11	Shaw&Lee, Jimmy Archey's Dixieland Five, Les Zoris
Stork Club	CBS	7:45-8	Robert Alda, Elsa Maxwell
Success Story	ABC	2:15-2:30	Eloise McElhone
Suspense	CBS	9:30-10	Deadfall - by Donald Hamilton; adapted by Victor Wolfson; with Barry Nelson, June Dayton, Jack Allen, Signe Hasso, Gene Lyons, Robert Emhardt
Sure as Fate	CBS	8-9	Distinguished Gathering - by James Parish; adapted by Mary Orr & Reginald Denham; with Robert Harris, Faith Brooks, Halliwell Hobbes, Roderick Walker, Noel Leslie, Beverly Roberts, Gwynne Whitby, Joyce Linden, Gerald Savory, Arthur Stenning, John Vivian
Texaco Star Theater	NBC	8-9	Martha Raye, Denise Darcel, Robert Alda

PROGRAM	NET	TIME	GUESTS
			WEDNESDAY JANUARY 24
Dinner at Sardi's	WOR	7:30-8	George Shearing, Eugene List, Walter Palance, Vivian Blaine, Michael Kirby
Four Star Revue	NBC	8-9	Jimmy Durante,MC; Helen Traubel, Bill Baird Marionettes, Doug Coudy Dancers, Harris & Anders
Famous Jury Trials	DuM	9-9:30	Walter Greaza, Beverly Whitney, Joseph Holland, Mirian Goldoni, David Orric, Mason Curry
Kraft Theater	NBC	9-10	Spring Green - by Florence Ryerson & Colin Clements; with Conrad Janis, Herbert Nelson, Flora Campbell, Helen Seamon
Margaret Arlen	CBS	11:15-12N	Robert O'Flaherty
The Plainclotheman	DuM	9:30-10	The Needle of Death; with Richard Aherne, Pat Shay,Gavin Gordon, Bruce Evans,Charles Benjamin
Somerset Maugham	CBS	9-9:30	Honolulu - adapted by Peter Michael; with Luther Adler, Roberta Haynes, Salem Ludwig, Frank Da Silva,Kair Deii,Richard Sanders, Henry Silva
The Web	CBS	9:30-10	You Killed Elizabeth - by Brett Halliday; adapt by Robert Wallsten; with Jerome Thor, Leslie Neilsen, James Westerfield, Adrienne Moore
			THURSDAY JANUARY 25
Alan Young	CBS	9-9:30	Benay Venuta, Carmen Cavallaro, Alan Hale Jr
Ford Star Revue	NBC	9-10	Louis Jordan & his Tympany Five, The Marvellos, the Honey Brothers, comedy-acrobats
Holiday Hotel	ABC	9-9:30	Helen Gallagher & Harold Lang
Lilli Palmer	CBS	6:45-7	Fasha de Manziarly, French Consul General
Nash Airflyte	CBS	10:30-11	The Case of the Calico Dog - by Mignon G. Eberhart; adapted by Millard Lampell; with Lucille Watson, Nina Foch, Art Smith, Leo Penn,James Karen
Starlight Theater	CBS	8-8:30	Be Nice to Mr Campbell - by Robert Lowry; adapted by Elizabeth Hart; with Frank McHugh, Augusta Dabney,Donald Harris,Alice Thorcell
Stork Club	CBS	7:45-8	Blanche Thebom, Claudia Morgan, Paul Kelly
Success Story	ABC	2:15-2:30	Raymond Schindler, Lee Wagner, pub of TV Guide
			FRIDAY JANUARY 26
The Clock	NBC	9:30-10	Whenever I'm Alone - by Joseph Anthony; with Charles Korvin, Louisa Horton, Henry Hart

PROGRAM	NET	TIME	GUESTS

FRIDAY JANUARY 26(Continued) **

Ford Theater	CBS	9-10	Final Copy - by Jay Barbette; adapted by Robert Wald & Lois Jacoby; with Robert Sterling, Hugh Franklin, Anna Minot, Michael Enserro, Eugene Ruynen, Ben Lackland, Richard Bishop, Jean Mann, Josephine Brown
Margaret Arlen	CBS	11:15-12N	Earl Wilson, Lady Molly Huggins
Penthouse Party	ABC	8:30-9	John Carradine, Ted Malone, Hazel Dawn Jr
Eloise Salutes	DuM	11-11:15	Luther Adler
Pulitzer Playhouse	ABC	10-11	The Silver Cord - by Sidney Howard; adapt by Lawrence Hazard; with Judith Anderson, Joanne Dru, Joan Chandler, Denholm Elliott, James Lipton
Twenty Questions	WOR	8-8:30	Marjorie Lawrence

(Not Carried Last Week)

LAST WEEK ARRIVALS, DEPARTURES & CHANGES

ABC - Roller Derby picked up U.S. Army & U.S. Air Force as sponsor for 10-10:30 segment on Thursday, beginning Jan 18; show will go to 7 cities on a live basis; Agency - Grant.

CBS - Del Casino with Leila Hyer, the Milt Greene Quartet; 6:30 - 7pm Mon-Fri replacing the Alan Dale Show; Prod-Dir - John Fogel.

DuM - Arthur Murray Show changed from hour to 30 min; 9-9:30pm Sun.

NBC - Sheilah Graham Program ; 11:15-11:30pm Sat; interview show from Hollywood via Kinescope; Sponsor - Sales Builders Inc for Max Factor cosmetics; Debuted 20th.

FUTURES

Jan 28 - DuM -- Calling All Acts, talent show featuring teams from high schools & colleges competing before a guest panel of celebrities; Sun 2-2:30; Sponsor - Cortley Frosted Foods; Agency - H.W. Fairfax; Packager - Albert Black Productions; Director - Frank Di Franco, DuM; Music - Arnold Holop & orchestra. Scheduled for 13 weeks.

CBS -- Jack Benny, one shot preempts "This is Show Business", 7:30-8pm Sun, with Jack Benny, Rochester, Frank Fontaine, Faye Emerson, Tony Martin; Writers - Sam Perrin, Milt Josefberg, George Balzer, John Tackaberry; Producer - Hilliard Marks; Director - Dick Linkroum; Music - Mahlon Merrick; Sponsor - American Tobacco for Lucky Strike; Agency - BBD&O.

Feb 4 - DuM -- The Armed Forces Hour, official Department of Defense public service show featuring live & film presentations of Defense activites; starts 4 Feb 8:30-9pm Sun from WAAM Baltimore to the net; produced by the Radio & Television Branch, Office of Public Information, Department of Defense.

** TALENT SHOWSHEET includes all shows featuring guests from Friday to Friday inclusive. Our deadline for information is noon on Fridays

[illegible]

Good Morning

Good Theatre

CBS 9-10 Fred Astaire - by Jay Lawrence [illegible] starring by Fredric March, Ann Blyth, Barbara Hale, Ruthie Hussey, Eugene Morris, Ann Lockhart, Shirley Slaton, Jane Wyman, Hollywood Theatre

[illegible]

Morning Edition

CBS 11:15-12:15 Sam Waters, Lucy Salay Bulletin

[illegible]

ABC 8:30-9 John Cornelius, Pat Mahony, Hand Sam [illegible]

[illegible]

Dial Southern

Dial 12-12:15 Lorine Adler

Military Frequency

ABC 10-11 The Silver Lake - by Harvey Haddon; adapt. [illegible] Jerry Lawrence, Jack Lemmon, Joanna Lee, Joan Chandler, Dorothy [illegible], Jesse Lipton

[illegible]

Tuesday Conditions

WOR 6-6:10 Morgan's Journeys

[illegible] (Tuesday last week)

[illegible]

ABC - Bandstand [illegible] 12-1:30, Army [illegible] Air Force on [illegible] 10-10:30 [illegible] on [illegible], beginning [illegible] will go to [illegible] on a live [illegible]; Agency - [illegible].

CBS - Pat Leslie with Jerry [illegible] Orchestra [illegible] 6:30 - Pat Mac-[illegible] - Publisher the Alan Dale Show; Stud-Bit - John [illegible].

NBC - [illegible] Show changed from hour to 30 mins 7-8:30 [illegible].

MBS - Boston Symphony [illegible]; 11:30-12:30 [illegible] interview [illegible] Stravinsky; sponsor - Alien Radiators Inc for Air Freight [illegible] Radiator [illegible].

Monday

Jan 26 - Sun -- Calling All Kids, Salem [illegible] Jamboree [illegible] from high [illegible] a college [illegible] Dolores a great [illegible] of [illegible] Sun [illegible] Dynamic - [illegible] Ground Round [illegible] Jerry - [illegible] Albert [illegible] Industrial [illegible] a Free [illegible] Radio - Arnold Dolan a [illegible]. Scheduled for [illegible] week.

CBS -- Jack Benny, one shot presents "Gala [illegible] Birthday", [illegible] with Jack Benny, Sandpiper, Frank Sinatra, Dave Brubeck, Dorothy Kilgarren - Dan Sterling, Will [illegible], [illegible] Jackson, Gene Rodemsky; Producer - William Morris; Director - [illegible]; Music - Ebbion Merrick; Sponsor - American Tobacco for Lucky Strike; Agency - [illegible].

Feb 4 - Sun -- The Great Gildersleeve, official [illegible] of Marine [illegible] where Gildersleeve lies a film presentation of [illegible] [illegible] starring a [illegible] Gildersleeve can draw [illegible] to the [illegible] by the Public [illegible] Council, Office of [illegible] Information, Department of [illegible].

** Please remember programs are [illegible] from Friday to [illegible] Monday, due deadline for information is noon on Friday.

Ross Reports

WEEK OF:
JAN 21 - 28, 1951

TALENT LOCATOR SERVICE

IN TOWN & AVAILABLE FOR GUEST SHOTS

ANITA ALVAREZ, former Gentlemen Prefer Blondes dancer - avail TV; AGT: Milt Goldman, Paul Small Ltd.

STELLA ANDREWS, Ring Round the Moon actr - AGT: Sam Wren, Liebling-Wood

BARBARA ASHLEY, Out Of This World singer - Sun vty; AGT: Henry Guettel, Gale Ag.

JOAN BENNETT - PRESS: Margaret Ettinger

ARTHUR BLAKE, mimic now at Cafe Society avail TV; AGT: Nat Debin, Lew & Leslie Grade Inc.

BEULAH BONDI - on coast but avail NY TV; AGT: Lucy Kroll

MORRIS CARNOVSKY - AGT: Peter Witt

PAT CROWLEY, Four 12's Are 48 ingenue - PRESS: Don Coplin

ROBERT CUMMINGS - CONTACT: Martin Goodman

GRACIE FIELDS - AGT: Harry Kalcheim at William Morris

HELEN FORREST, vocalist - AGT: Nat Debin

WALTER HAMPDEN - AGT: Lucille Phillips

PAUL & GRACE HARTMAN - now avail TV vty; PRESS: Ted Hartman

BOB HAYMES - avail TV vty until Jan 28; AGT: Jay Michaels, GAC

SKIP HOMEIER, Halls of Montezuma juvenile; AGT: Mrs. Head, John Gibbs Agcy

ADELE JERGENS - TV vty, intvw; AGT: Wm Morris

ARTHUR KENNEDY - PRESS: Howard Weissman

HEDY LAMARR - AGT: Moe Gale, Gale Agcy

KEYE LUKE, Chinese mimic, actor; AGT: Noel Wesley

WILL MAHONEY - vty; AGT: Oscar Cohen, Assoc. Booking

JOAN McCRACKEN - Sun drama shows, wkday intvw; AGT: P. Morgan, Liebling-Wood

ANNE REVERE - PRESS: Joel Preston

SLATE BROTHERS - vty; AGT: Jerry Rosen

ART SMITH, Enemy Of The People char. actor avail TV; AGT: Lee-Harris-Draper

K. T. STEVENS, actress - AGT: Peter Witt

[illegible] American Ballet prima [illegible] Deborah Colman

[illegible]

[illegible] man

[illegible] ent

[illegible] tone

[illegible] d

[illegible] Li'l

[illegible] Bertell

[illegible] Paul Small

COMING TO TOWN FOR GUEST SHOTS

RAY ANTHONY, orch leader - late Jan; AGT: General Artists Corp

EVE ARDEN - late Jan; PR: Joel Preston

TONI ARDEN, femme singer - from coast Feb 1; AGT: Johnny Greenhut, MCA

BRIAN DONLEVY - mid Feb; CONTACT: Martin Goodman, Warwick Hotel

VIRGINIA GILMORE (AGT: Wm Liebling) & YUL BRYNNER; from Nassau in 2 weeks

ALLAN JONES - from coast Feb 8; AGT: Jack Lawrence, Agts TV Corp

VERONICA LAKE - early Feb; CONTACT: Mart. Goodman

LON McALLISTER - will be avail all Feb; AGT: Milt Goldman, Paul Small Ltd.

AUDIE MURPHY - late Jan; AGT: Peter Witt

ELLA RAINES - today; AGT: Gale Agcy

SUGAR CHILE ROBINSON, child jazz pianist; Feb 8; AGT: Oscar Cohen, Assoc. Booking

JEAN SABLON - Feb 7; AGT: Martin Goodman

GEORGE SANDERS - today; AGT: Jay Michaels GAC

JOSEPH SCHILDKRAUT - in 2 wks; AGT: Peter Witt

HOWARD SMITH - from Death of a Salesman tour Feb 25; AGT: Lucille Phillips

FOREST TUCKER, Hwd actor - from coast Feb 20; AGT: Mrs. Head, John Gibbs Agcy

SARAH CHURCHILL - this week; AGT: H. Hoyt

ROBERT STERLING - will be avail after Jan 26; AGT: Howard Hoyt

STAR OF THE WEEK -- JANE PICKENS

COCOANUT GROVE, L.A., Radio Daily: Set the town right on its ear. Opening opposite Kay Thompson (an assignment that would have caused many a bigger name to shudder) she came up with raves in the local press. Cheryl Crawford wants to reopen "Regina" with her and NBC just signed her for an across-the-board radio series. Variety: Delivers a walloping show...scores with well-selected stuff...polished performer at all times...spiced with pertinent patter... blends a fine voice with smart showmanship...NYC in Feb AGT: Moe Gale

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REGULAR WEEKLY FEATURE

This Talent Locator Service is now a weekly feature of Ross Reports on TV. Subscribers' calls for Talent information are welcomed.

Non-subscribers to the TV Reports can secure the Locator Service independently. Details on request. Telephone Service too.

CRITICS' BOXSCORE

"ANGEL IN THE PAWNSHOP" - Prod: Eddie Dowling, A.B. Farrell; author: A. B. Shiffrin; dir: John Larsen; sets & costumes: John Blankenchip. Stars Eddie Dowling, Joan McCracken. At the Booth Theater, Thur, Jan 18.
CRITICS' SCORE: 1 yes, 2 no, 4 so-so.
ATKINSON, Times: Original and kind-hearted improvisation... unfortunately, it needs more genius to be wholly enchanting. BARNES, Trib: Slipshod doings...must be heard to be believed...a tedious theatrical what-not. CHAPMAN, News: Human and humorous.... musically and visually superb. HAWKINS, Tele: Verbose and the writing is too often affected without being original..a lot of charm...innate cleanliness...springy innocence...major fault is that in an effort to avoid the conventional it becomes precious. McCLAIN, Journal: Exceptionally ambitious and sincere effort...writing is distinguished...production and performances are uniformly laudable...bogs down because of overwhelming preoccupation with whimsy. POLLOCK, Compass: Settings, lighting, costumes are the nicest features of the play. WATTS, Post: Saroyan-esque comedy... amiable sweetness about it that makes it hard to be anything but kind to it... engaging but not exhilarating...nice sentimental glow.

CAPSULE REVIEWS

Items chosen for this listing are from the general and trade press & are designed to give talent tips for television, radio and other bookings:

JANE HARVEY -- (In "Bless You All") -- Bright girl in a review.....MOREHOUSE,Telegram
(MCA) Former "Broadway Open House" NBC-TV singer.

GEORGE JONGEYANS -- ('Jupiter' in "Out Of This World") -- One of the most impressive
(Muriel Francis) of our actor-singers. MOREHOUSE, Telegram

BETTY LUSTER & JACK STANTON -- (Dance Team) -- Really going places. RADIO DAILY

KURT BAUM -- (Met Opera tenor) -- Wonder why he hasn't gotten the green light from
(Ruth Arell at Muriel Francis) network radio and TV... 6'2"...former amateur boxing champion. RADIO DAILY

BEATRICE KAYE (on Don McNeill TV Show) -- -- A real trouper in any medium...dated skits
(W Murphy were funny just the same when modern touches were added RADIO DL
Col Records)

VARIETY SAYS

HENRI SALVADOR -- (Folies Bergere, Montreal) -- A solid smash...plays everything
(Eddie Lewis, broad...cut could easily adjust routines to fit the average-
Intl Thea Attr) sized boite...a cinch for cafes and video...overall showmanship.

DEAN MURPHY -- (Strand Theater) -- Scores with his string of expert celeb impressions
(Associated - Glaser) ...unusual aspect is his getting a close resemblance via facial mobility as well as voice.

CASS FRANKLIN & MONICA MOORE -- (Raleigh Room, Warwick) -- Highly efficient team both having good voices...nice sense of harmony...entertaining patter.

HERMAN HYDE -- (Palace Theater) -- Zany comedics and trick instruments score high...
(Miles Ingalls) between clowning does some legit music for hefty returns. JEAN MARKER personable foil for comic.

BETTY BRUCE -- (Strand Theater) -- Standout...commands unusual respect for a hoofer...
(Harry Rome, MCA) expert tapping...personality projects both in dancing and introes...sense of humor.

CARLETON CARPENTER & DEBBIE REYNOLDS -- (Capitol Theater) -- One of the fresher
(John Josephs, MGM) discoveries in the juve song and dance turns...personable and competent...register for maximum impact...additional polish would make them one of the top teams in their category.

GERALDINE & JOE -- (Palace Theater) -- Nifty terp team...pace show neatly.
(Eddie Smith)

Ross Reports ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross
RESEARCH: Robert Cinader

VOL. 2 NO. 10
(with Cost Survey)

JAN 28-FEB 3, 1951

RESEARCH, COLOR, NAB-TV MAKE NEWS

PROPOSED TV ALLOCATIONS for educational institutions got an airing before the FCC this past week, with testimony including the results of a week's monitoring of 7 New York City stations. Supervised by the National Association of Educational Broadcasters and introduced by the Joint Committee on Education in TV, the check showed that a total of 8589 minutes per week were being devoted to drama (including all feature films) in NYC, while 4598 minutes went to variety, 4199 minutes to kid shows, 3507 minutes to homemaking programs, 3406 minutes to sports, 2245 minutes to quiz, game, stunt shows, 1860 minutes to news, 1432 minutes to personalities, 1090 to information, and all others of the 17 categories were under 1000 minutes each. (ed note--distortion is evident by the very inclusion of WATV, for one, which concentrates largely on film programs & by no allowance being made for viewing ratings).

DAYTIME VIEWING UP -- Pulse has revealed that daytime viewing in NYC is up by 34% over November, with December's sets in use figure at 12.2 per ¼ hour, as against November's 9.1. During the 12-6pm period, ratings are 76% higher than they were a year ago, with sets in use at 16.2 as against 12.0 in November. This rise made at no cost to radio listening, which was the same as that of November & of a year ago. .....Hooper's popularity ratings for the first two weeks in January are interesting in that (exclusing the Charles-Oma fight with 51.9) Texaco Star Theater held its top spot with 49.9, even though Ken Murray and Perry Como were filling in for Milton Berle. Also, Talent Scouts, with Steve Allen substituting for Godfrey, closed up with 46.9. Other ratings: Fireside Theater-40.3; Sid-Caesar-Imogene Coca-40.3; Cactus Jim-38.3; Comedy Hour-35.1; Philco-34.3; Mama-34.1; Hit Parade-33.4; Lights Out-32.6; Hopalong-31.8; Godfrey & Friends-31.1(with RQLewis); Kraft-30.2; Toast of Town-30.2.

CBS SUES DUMONT ON COLOR -- At the same time that it announced it would tour its color demonstrations to other cities, following NYC & Chicago showings, CBS last week sued DuMont for infringement on color patents pertaining to the industrial application of color telecasting. Included in the charge was the accusation that a former CBS employee had violated his trust after joining DuMont.

INDUSTRY-WIDE TV GROUP FORMED -- Meeting in Chicago, representatives of telecasters came to agreement on the question of a harmonious industry-wide association by establishing what probably will be known as the NAB-TV, an autonomous group within the NAB. Eugene Thomas of WOR-TV was named temporary chairman and 9 board members were chosen. Dissolution of the TBA will procede later this Spring.

SUBSCRIBERS MUST INDICATE INTENTIONS BY FEB 1

Those subscribers who have not yet indicated whether or not they wish to continue at increased rates after February 1 are asked to do so immediately. Their information will help decide whether or not Ross Reports will continue to publish weekly.

**Our Program Cost Survey is in the mail under separate cover.

THIS WEEK -- DEBUTS,HIGHLIGHTS,CHANGES

Sun(28) -	CBS(Ch2)	7:30-8; HIGHLIGHT; Jack Benny Show; with Jack Benny, Frank Sinatra, Faye Emerson,Frank Fontaine; show preempts "This is Show Business" for this one night.
		11:30-12N; DEBUT; Versatile Varieties Junior Edition; Sponsor-Bonifide Mills for Bonny Maid Versa-Tile; Packager - Charles Basch; show replaces the senior edition.
	DuM(Ch5)	2-2:30; DEBUT; Calling All Acts; talent show featuring guest teams from high schools and colleges competing before a guest panel of celebrities; Sponsor - Cortley Frosted Foods; Agency-H.W. Fairfax; Packager - Albert Black; Director - Frank Di Franco; Music Arnold Holop & orchestra.
	WPIX(Ch11)	5:30-6; DEBUT; Nick Paone Show; musical variety show with Nick Paone, singer-guitarist as MC; Sponsor - De Nobili Cigar Co, Paramount Macaroni, Pastene & Co, Lazzara Products; Agency-J.Franklyn Viola; Packager - J.Franklyn Viola & Paone; Director Pete Molnar,WPIX.
Mon(29) -	CBS	1:30-2:30; CHANGE; Garry Moore Show; picks up Procter & Gamble as sponsor for the 2-2:15 segment across the board; Agency - Compton.
	NBC(Ch4)	11-12M; DEBUT; Broadway Open House; Ben Blue takes over as MC for the Mon & Wed shows; Producer - Ray Buffum; Assoc Producer-Cal Howard NBC; Director - Jac Hein NBC; all for Mon & Wed; no change in Tues,Thurs & Fri format.
Tues(30) -	NBC(Ch4)	10-11; HIGHLIGHT; Original Amateur Hour VIP Show; second annual presentation of "amateurs" from governmental, military, naval, & diplomatic circles; sponsored by the Women's National Press Club; the list of 125 guests to be headed by Vice President Barkley & Speaker of the House Sam Rayburn.
Wed(31) -	DuM(Ch5)	11-11:30am; CHANGE; Kitchen Fare; California Packing picks up one minute participations for one year for Del Monte canned foods; Agency - McCann-Erickson; same sponsor also picked up 52 one minute participations in the Friday show.
	WOR(Ch9)	9-11; HIGHLIGHT; Swimming Meet & Water Show ; from the New York Athletic Club; Commentary by Stan Lomax.
Thur(1)	DuM(Ch5)	2-2:15; CHANGE; Susan Adams Kitchen; Universal Appliances buys this time on Thurs; show is now sponsored on Tues & Fri by Flako Products; Agency for Universal - Goold & Tierney.
	WPIX(Ch11)	7:15-7:30; DEBUT; What's Ahead; prediction-interview show featuring Dr. Leslie Bennett Tribolet & Art Ford; Producer - Art Ford; Director - Al Hartigan WPIX.
Sat(3)	CBS(Ch2)	7:30-8; RETURN; Songs for Sale; show which went off simulcast 8 Sept returns to air; Jan Murray MC; Producer - Herb Moss; Director - Frank Satenstein CBS; Writer - Harry Crane,CBS.
	NBC(Ch4)	7-7:30; DEBUT; Victor Borge Show; Sponsor - Kellogg's; Agency-Kenyon & Eckhardt; Producer - Perry Lafferty;Writer-Bob Quigley.

PROGRAM	NET	TIME	GUESTS
FRIDAY JANUARY 26			
Cavalcade of Stars	DuM	10-11	Bert Wheeler, Irra Pettina, Rey Rodell, Walter Dare Wahl
Eva Gabor	ABC	8-8:15	Constance Bannister, baby photographer
Faye Emerson	ABC	7:15-7:30	Edward Everett Horton
Hands of Mystery	DuM	9-9:30	The Perfect Robbery; with Frank Thomas Sr., Brooke Byron, Boris Aplon, Kirk Brown, Joe Bassett, Truman Smith
Star of the Family	CBS	10-10:30	Jan Murray, Eileen Barton, Robert Maxwell
Trapped	WOR	8:30-9	The Hat Box; with Ethel Woodruff, Kathleen Roland, Lester Fletcher, Walter Thomson
Vanity Fair	CBS	4:30-5	William Eythe; Jean Hersey,orchid grower
We, the People	NBC	8:30-9	Mrs. Romola Nijinsky; Edward Conroy, former chief of the New York Office, FBI
Women Talk it Over	WOR	11:30-12N	Dr. Louise Despert, famous child psychiatrist

(Shows carried for this day in last week's issue not included)

SATURDAY JANUARY 27			
Frank Sinatra	CBS	9-10	Phil Silvers, June Hutton, Jack Goode, Miss Ollie Frank, Harold Stone & Muriel Landers
Jack Carter	NBC	8-9	Ben Blue MC; Frances Langford, Sid Fields, Roberta Lee, The Whippoorwills
Ken Murray	CBS	8-9	Leo Durocher, Laraine Day, Florian Zabach, Dave Apollon,Ronnie Lee, Roberto & Alicia
Your Show of Shows	NBC	9-10:30	Nanette Fabray
Sheilah Graham Show	NBC	11:15-11:30	Alan Young (Kinescope)
SUNDAY JANUARY 28			
Arthur Murray	DuM	9-9:30	Denise Lor, George De Witt, Gerri Gale, The Jerseymen
Bigelow Theater	CBS	6-6:30	A Case of Marriage - by Jack Bentkover; with Kent Taylor, Jerome Cowan, Marjorie Reynolds
Celebrity Time	CBS	10-10:30	Roland Young, Jane Morgan
Colgate Comedy Time	NBC	8-9	Eddie Cantor MC; Joe Marks,Dave Powell,Lee Fairfax,Estelle Sloan; Basil O'Connor

PROGRAM	NET	TIME	GUESTS
			SUNDAY JANUARY 28(Continued)
Jack Benny	CBS	7:30-8	Frank Sinatra, Faye Emerson, Frank Fontaine
Leave it to the Girls	NBC	7-7:30	Earl Wilson, Peggy Ann Garner, Denny Shane
Philco Playhouse	NBC	9-10	The Great Escape - by Lt. Paul Brickhill; adapted by Joseph Liss; with Everett Sloane, Horace Braham,Kurt Katch,E.G. Marshall,Frank Maxwell,Oliver Thorndyke,Guy Thomajan,Vaughan Taylor,Robert Harris,Mark Manson,Boris Marshalov, John Becher,John Van Dreelan, Rod Steiger,Leslie Linder; Lt. Col. Jerome Sage, special guest
Showtime,USA	ABC	7:30-8	Ella Raines,MC; Vera Zorina, Hugh Laing; Bert Lahr & Jean Parker in a scene from Burlesque; Phil Silvers & Joey Faye in a scene from High Button Shoes
Toast of the Town	CBS	8-9	Gloria Swanson, Vaughn Monroe, Roberta Peters, Granny Hamner, Manuel Viera & his monkeys
Paul Whiteman Revue	ABC	7-7:30	Lisa Kirk, Harold Lang
Who Said That	NBC	10:30-11	George Allen, Quentin Reynolds, Margaret Bourke-White
Versatile Varieties	CBS	11:30-12N	Lady Iris Mountbatten,MC
			MONDAY JANUARY 29
At Home	CBS	11-11:15	Carol Bruce
Faye Emerson	ABC	7:15-7:30	Dunninger
Garry Moore	CBS	1:30-2:30	Ed Sullivan
Hollywood Screen Test	ABC	7:30-8	Anthony Quinn,lead; Dennis McCarthy & Marion Russell tests
Johnny Johnston	CBS	2:45-3:30	Joan Diener
Kate Smith	NBC	4-5	Susan Reed, Benny Desmond
Lights Out	NBC	9-9:30	The Masque of the Red Death - by Edgar Allen Poe; adapted by Hal C. Hackady; with Hurd Hatfield,Monica Lang,Claude Horton,Jonathan Harris,Francis Bethancourt, Berry Kroeger
Lucky Strike Theater	NBC	9:30-10:30	Quicksand - by Robert Smith; adapted by Richard Morrison; with Skip Homeier, Claire Kirby,Martin Newman, Henry Worth,Cara Williams,Frank Williams, Norman Keats,Rock Rogers,Frank Stephens,Kathleen Bolton, Charles Jorden, Billy Greene, Lester Lonergan Jr,James McDonald,Tom Ahearne,Donnel O'Brien,Michael Wyler,Frank Rowan, Hal Alexander,Gerald Milton,Bethell Long,Arthur Edwards, A. Redman Walck

[illegible] JANUARY 29 (Continued)

[illegible] 7:30-8:30 Dan Hagen

[illegible] 8:30-9:30 Ed Sullivan

[illegible] Anthony Quinn, Jack [illegible]
Russell, Yogya

[illegible] 9:30-10:30 John Di Auer

[illegible] Susan Ford, Judy [illegible]

[illegible] [illegible]

[illegible]

[illegible]

PROGRAM	NET	TIME	GUESTS
			MONDAY JANUARY 29(Continued)
Lux Video Theater	CBS	8-8:30	The Shiny People - orig & adapt by Eric Hatch; with Robert Cummings,Elinor Randel, Karl Lukas Jacqueline De Wit,Art Smith,Pat O'Malley
O.K. Mother	DuM	1-1:30	Earl Wilson
Studio One	CBS	10-11	Public Servant - by Hugh Pentecost; adapted by Judson Phillips; with Hume Cronyn, Elizabeth Patterson,Sally Chamberlain,Richard MacMurray,Morton Stevens, Lawrence Fletcher,Arthur O'Connell,John Lormer,Hiram Sherman, Kathleen Comegys
Voice of Firestone	NBC	8:30-9	Jerome Hines
Talent Scouts	CBS	8:30-9	Jackie Murphy & Carl Conway,Ernie England,Ruth Lindsay,The Vocaliers; Steve Allen for Godfrey
			TUESDAY JANUARY 30
Armstrong Circle	NBC	9:30-10	Those Wonderful People - by Joe Venable & Leslie Scott; with James Van Dyk, Paul Ford, Bess Johnson,Peter Fernandez,Bonnie Baken,Lauris Lambert
Billy Rose	ABC	9-9:30	Sugar O'Hara - adapted by Joseph Schrank; with Lee Tracy,Janice Rule,Jimmy Little,Bernard Nedell,Gene Blakely,Mason Curry, Charles Bang
Cavalcade of Bands	DuM	9-10	Tommy Tucker & Orch, Ted Steele, Ken Whitmer, Harbers & Lane, Bud & Cece Robinson
Danger	CBS	10-10:30	The Anniversary - by Evelyn Cornell & John Chapman; with Kim Stanley, Herbert Rudley, John McQuade,Virginia Downing,Will Lee,Rick Dobbins,Lenny Barry
Fireside Theater	NBC	9-9:30	Child in the House - by Jo Pagano; adapted by D.A. Jowitt; with Frances Dee,Damyon O'Flynn, Garry Lee Jackson,Dorothy Bruce,Gordon Nelson
Kate Smith	NBC	4-5	Artie Dann,Kirby Stone Quintet,Martin&Florenz
Stork Club	CBS	7:45-8	Jack Haley, Victor Moore
Success Story	ABC	2:15-2:30	Toots Shor
Suspense	CBS	9:30-10	The Rose Garden - by Summer Locke Elliott; adapted by Mary Orr & Reginald Denham; with Estelle Winwood,Mildred Natwick,Josephine Brown,Noel Leslie, Peter Brandon,Patricia Marmont,Lynn Loring
Prudential Playhouse	CBS	8-9	Icebound - by Owen Davis; adapted by David Shaw; with Jessica Tandy,Kevin McCarthy,June Walker,Eva Condon,Viola Frayne,Gerri Anne Raphael,Howard Wierum, John McGovern,Harry Sheppard,John Cecil Holm,S.Harris

PROGRAM	NET	TIME	GUESTS
			TUESDAY JANUARY 30(Continued)
Texaco Star Theater	NBC	8-9	Gracie Fields,Arthur Treacher,Romo Vincent, Jack Norworth
			WEDNESDAY JANUARY 31
Dinner at Sardi's	WOR	7:30-8	Sonia Henie,Lawrence Tibbett,Igor Cassini
Faye Emerson	ABC	7:15-7:30	Paul Hume,Harriet Van Horne,Bosley Crowther
Four Star Revue	NBC	8-9	Danny Thomas,MC; Kay Armin,Nora Kaye, Bill Skipper
Famous Jury Trials	DuM	9-9:30	Joel Ashley,Ellen Cobb Hill,Harry Tyler,Dennis Dengate,William Windom,Evlyn Ellis
Godfrey & Friends	CBS	8-9	Minerva Pious,Arnold Stang; Robert Q. Lewis,MC
Garry Moore	CBS	1:30-2:30	Sweeny & March
Kraft Theater	NBC	9-10	A Sound of Hunting - by Harry Brown; adapted by R. Howard Lindsay; with Ralph Meeker, Joe DiReda,Biff Elliot,Linwood McCarthy,Jack Ewing,Stewart Bradley Robert McQuade,Leo Bayard,Jack Ruth,Roger Boxill,Phil Carlyle
The Plainclothesman	DuM	9:30-10	Man Overboard - by Gil Braun; with Brandon Peters,Cynthia Stone,Charles Bang,Walter Davis, David Kerman
Somerset Maugham	CBS	9-9:30	Partners adapted by Sam Elkins from Just Meat by Jack London; with Dane Clark, Anthony Quinn
The Web	CBS	9:30-10	The Crisis of Dirk Diamond - orig & adapt by Sam Locke; with Alfred Ryder,Robert Emhardt, Don Hamner,Leslie Litomy,Tom Gorman,John Conwell
			THURSDAY FEBRUARY 1
Alan Young	CBS	9-9:30	Ilene Woods,Alan Hale Jr.,Tom Mahoney
Ford Star Revue	NBC	9-10	Vincente Gomez,Joe Howard,Trini Reyes, Frank Marlowe
Kate Smith	NBC	4-5	Earl Barton, Danny Crystal
Lilli Palmer	CBS	6:45-7	Cosetta Christiani, circus equestrienne
Nash Airflyte	CBS	10:30-11	Crisis - by Phyllis Duganne; adapted by Walter Bernstein; with Laraine Day,John Newland,John Sylvester,Amelia Romano,Crahon Denton,Susan Harris,Ronald Harris,Shirley Morris, Gordon Mills
Martin Kane	NBC	10-10:30	John Loder, Donald Buka
Stork Club	CBS	7:45-8	Claudia Morgan,Eleanor Steber,Mrs Wendell Willkie

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PROGRAM	NET	TIME	GUESTS

FRIDAY FEBRUARY 2

Big Story	NBC	9:30-10	Anne Summers, Bill Griffis, John Shay, Douglass Parkhirst, Agnes Young, Frank Campanella, Clarke Gordon, Frances Ingalls, Harriet MacGibbon, John Armstrong
Garry Moore	CBS	1:30-2:30	William Gaxton, Jack Gilford
Johnny Johnston	CBS	2:45-3:30	Abe Burrows
Kate Smith	NBC	4-5	J.C. McCord, Jack Leonard, Yale Glee Club
Penthouse Party	ABC	8:30-9	Franklyn Pangborn, Jon Sebastion, Carol Knight
Pulitzer Playhouse	ABC	9-10	Alison's House - by Susan Glaspell; adapted by Joseph Schrank; w/ Patricia O'Hara, Madge Evans, Otto Kruger, Frances Robinson, Cloris Leachman
Star of the Family	CBS	10-10:30	Frankie Carle, Teresa Brewer, the Hartmans
Twenty Questions	WOR	8-8:30	Guy Lombardo

LAST WEEK'S ARRIVALS, CHANGES (Not Carried Last Week)

WCR - Opera Concert & The Better Half departed 24 January ; to be replaced by film shows; Dinner at Sardi's & Talent Parade to depart on 31 January as part of same change to eliminate all live programming after 7:30pm on Wed & Thurs.

WPIX - Joe Bolton replaced Ray Knight as Weatherman on Mon-Sat show at 6:35 & 11:10pm; both of WPIX staff; Sponsor - Purity Bakeries for Wonder Bread.

Benson & Hedges for Parliament Cigarettes bought the Sat segment of Televiews of the News; 7-7:15pm; contract is for 13 weeks; Agency - Kudner.

Larry & Gladys Stewart; new weekly variety show arrived 27 Jan; 2-2:30pm; Larry & Gladys Stewart will star & MC; first guest was Claudia Pinza; Sponsor-Buyers Institute of Television Inc; Agency - Dorland; Director - Al Hartigan.

FUTURES

March 1 - NBC -- Colgate purchases Mon-Wed-Fri 3-3:15pm spot for as yet undetermined show; Agency - William Esty.

March 2 - NBC -- Effective this date Big Story goes from alt weeks to weekly in the 9:30-10pm slot; "The Clock" which shared the time to be moved to a new spot not yet determined.

March - All Sta -- Telecasting will begin from the Empire State Antenna tower.

HIGHLIGHT

Friday, Feb 2 -- WOR-TV (Ch9) -- 8:30-9pm -- First commercial use of Scenescope, a new electronic optical camera which provides backgrounds with little or no actual scenery or props being used...on Trapped, produced by Harvey Marlowe; script is Frank Wayne's "Sporting Chance" with Len Sherer, Kchast Sayers & Millicent Brower.

RECEIVED
JAN 29 1951

Ross Reports

WEEK OF
JAN 28 - FEB 4, 1951

TALENT LOCATOR SERVICE

IN TOWN & AVAILABLE FOR GUEST SHOTS

GREGORY ABBOTT, Paramount newsreel commentator avail TV drama - LE 2-1100

JUDITH ANDERSON - AGT: Charles Abramson, Famous Artists

MAX BAER & MAXIE ROSENBLOOM - vty; AGT: Jerry Rosen

PHIL BAKER - MGR: Jack Bertell

GUSTAV BREUER, author "The Spell" publ Jan 29 - avail intvw; CONTACT: Patricia McManus, Houghton Mifflin Co.

BETTY BREWER, vocalist - MGR: Paula Dugart

THELMA CARPENTER, vocalist - AGT: Jay Michaels, GAC

MADELEINE CARROLL - AGT: Henry Guettel, Gale Agency

SARAH CHURCHILL - AGT: Jack Lawrence, Agts TV Corp

THE FOUR DUSEKS, "The riot squad of the wrestling world" - avail intvw; AGT: Bill Johnston

PAT ENGLUND, "As You Like It" actress - AGT: Henry Guettel, Gale Agcy

BILLIE HOLLIDAY, blues singer avail TV - AGT: Oscar Cohen, Assoc. Booking

JOSEPHINE HULL - CONTACT: Martin Goodman, Hotel Warwick

JOHNNIE JOHNSTON - MGR: Al Thall

KIRBY STONE QUINTET, comic instrumental - avail TV; AGT: Oscar Cohen, Assoc Bkng

OTTO KRUGER - AGT: Milt Goldman, P. Small

EVA LE GALLIENNE - AGT: Jay Garon, Maxwell Aley Assoc.

ELLA LOGAN - AGT: Milt Goldman, P. Small

VICTOR MOORE - AGT: Jane Deacy, Louis Shurr Agcy

OTTO PREMINGER - avail TV as actor or dir AGT: Marty Jurow, Wm Morris Agcy

DOLLY HAAS, "Lute Song" actress avail TV AGT: Mrs. Head, John Gibbs Agecny

JOHN RAITT, "Carousel" baritone avail TV AGT: Jane Deacy, Louis Shurr Agcy

ANDY & DELLA RUSSELL - avail limited appearance; PRESS: Bayne-Zussman

ZACHA[illegible] en coast but avail NY TV; [illegible]iliated Artis[illegible]

COMING TO TOWN FOR GUEST SHOTS

RAY ANTHONY, orch leader, today - AGT: Howard Sinnott, GAC

EVE ARDEN - Wed - PRESS: Joel Preston

CONSTANCE BENNETT - in 2 weeks; AGT: Jack Lawrence, Agts TV Corp

LLOYD BRIDGES - this week AGT: Lucy Kroll

DAVID COLE, child actor of "The Innocents" from tour Feb 3; AGT: Sam Wren, Liebling-Wood

GLORIA DE HAVEN - Mar 1, AGT: Ray Sackheim GAC

GIGI DURSTON - mid-Feb; PRESS: C. Dreyfuss

NELSON EDDY - in Mar (pending) - CONTACT: Eleanor French, Col. Artists

GEORGIA GIBBS - next week; PRESS: Charles Dreyfuss

BETTY GARDE - avail after Feb 9 - AGT: Lucy Kroll

ARTHUR GODFREY - from Pensacola Feb 5 - CONTACT directly at CBS

VAN HEFLIN - today; AGT: Bob Sanford MCA

SAMMY KAYE - Feb 1; AGT: John Mulvihill GAC

CHARLES LAUGHTON not exp until April; AGT: Mrs. Head, John Gibbs Agcy

HERBERT MARSHALL - in several days; AGT: Jack Lawrence, Agts TV Corp

DEAN MARTIN & JERRY LEWIS - in a week; PRESS: Bud Granoff, Geo. Evans

CONSTANCE MOORE - in 2 weeks; AGT: Jack Lawrence, Agts TV Corp

FRANCHOT TONE from coast early Feb; MGR: Jean Dalrymple

SARAH VAUGHAN - from tour Feb 17; AGT: Henry Guettel, Gale Agency

THE WEAVERS, folk singers, from coast April, will be avail TV; AGT: Oscar Cohen, Assoc Booking

ORSON WELLES - about 10 days (pending) AGT: Charles Abramson, Famous Artists

STAR OF THE WEEK -- HELEN TRAUBEL

JIMMY DURANTE SHOW, Wed Jan 17, NBC-TV Van Horne, Tele: A night to set among the high tides of the calendar. They're magnificent. Plainly, these two were meant for each other. O'Brian, Journal: Hilarious. It's an inspired coupling, as close together in warmth, sincerity and enjoyment of each other as they are poles apart in their singing. Indicates NBC will send us more of the same..... AGENTS: Columbia Artists; Eliz Winston(PR)

[illegible]an
[illegible]on

[illegible]ed from the Agents mentioned...This [illegible]d in our weekly TV reports, or it [illegible]phone service included.

CRITICS' BOXSCORE

RICHARD II - At the City Center for 2 weeks beginning Wed, Jan 24; Stars Maurice Evans and Kent Smith, others. Reception - Yes, indeed.

ATKINSON, Times: Mr. Evans' current incarnation seems his most glorious one, and the whole production one of the most forthright versions of Shakespeare we have ever had.

BARNES, Trib: Its panoply is admirably suited to a large stage, and even the poetry is projected with vigor and rueful power. Evans...authoritative.

CHAPMAN, News: A generally good production...fine persuasiveness of Evans' speech.

COLEMAN, Mirror: ....less effete than the original in the Spring of 1937. Pity the current engagement is limited to but two weeks.

HAWKINS, Tele: May not have the polish of the earlier run, but it is the kind of theater that tears its innards out for your benefit...very fluid theater.

McCLAIN, Journal: For those who are Shakespeare fans, this is a must.....this is one of Willie's better plays.

POLLOCK, Compass: Shakespeare isn't often played so engagingly....not a boring moment all evening....things move..action has springs, words have color.

WATTS, Post: Evans just as skillful & eloquent as ever, if not a bit more so..... Margaret Webster staging is vigorous....Shakespearean drama presented as it should be.

TALENT TIPS

JOAN SHAW (Bon Soir Club) -- Attractive lass with a soft voice. With a little more experience, gal could be a top club act...BILLBOARD (Sol Handwerger MGM Recds)

LARRY LAWRENCE's rendition of "Tenement Symphony" at No. 1 Fifth Ave. "He does it so well, I wouldn't be surprise if he got fan mail from Tony Martin,who introduced the number....HY GARDNER (Press: Charles Dreyfuss)

PAT CROWLEY -- "The most attractive and interesting newcomer among the ingenue set.... charming against great odds in "Southern Exposure" and "Four Twelves Are Forty-Eight".....WATTS (Agent: Jack Bertell)

LANDRE & VERNA (dance team, Wedgewood Room) -- "Triumphant...excell with their picturesque work...they know what they're about and the audience appreciate the dazzling quality".....DANA (Press: Paul Stewart)

BETSY VON FERSTENBERG (Second Threshold) -- "for her engaging freshness, charm and humor in the charmingly-written role of a naive Boston girl".... RISHARD WATTS' STARDUST CITATION (Press: Bernard Simon)

CAPSULE REVIEWS

KIRSTEN FLAGSTAD (Mon, Jan 22, Met Op) -- Audience stood up to give ovation...nothing like it..since she last sang at the Met...still a glorious singer (Kastendieck, Journal)....Artistically, she is at the height of her powers (Johnson, Post)....The most glorious singing voice of our time...unequalled...a pure & powerful instrument (Watt, News)

SONJA HENIE (MSG Mon, Jan 22) -- This year's show, the best she ever staged...conception is fresh...costumes bright & ingenious...excitement & humor throughout (McClain, Journal)

JACK CARSON (Four Star Revue NBC-TV) -- A fresh idea...a story line in the big, lavish Wednesday night musical...tossed out the guest stars on their handsome, high-priced behinds, under the theory that they smell up the story and upset his regular cast (John Crosby, Herald-Trib)

LENA HORNE (TV Debut, Your Show of Shows NBC-TV Sat Jan 20) -- just as exciting on TV. Ladylike, easy, articulate (O'Brian, Journal)

Ross Reports

ON TELEVISION PROGRAMMING

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PROGRAM COST SURVEY #3

Telecasters in the Black!

But Mounting Program & Time Costs have Industry guessing as to Future Patterns;

Talent is biggest factor in Program Cost rise of 35% during Past Year

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Recent TvA Agreement Boosts Dramatic & Variety Costs $500-2000 on some shows!

Film an increasing Program Factor . Cable to L.A. poses Origination Problem.....

QUESTION: Will TV Programs & Costs be Broadcaster, Ad Agency or Hollywood Controlled?

If Television is in the black -- and almost every one of 107 telecasters at the recent NAB-TV Chicago convention claimed that status -- the who, how... and why still remains to be proved out for the greater part of the industry components Accounting and bookkeeping methods vary, but when considering figures on a current operations basis it is understandable that the stations and networks are already claiming profits....what with time sellouts and program packaging to boot. The same NAB-TV convention gave rise to claims by WFIL-TV Philadelphia that it is operating 1½ times ahead of its AM counterpart. WATV Newark claims to have passed its AM outlet at the middle of last year. And, in a year-end summation, DuMont's Mortimer Loewi asserts that television stations already can point to earnings amounting to 25% of that accrued by some 2200 AM broadcasters...with gross TV billings up to $20 million($12 million in 1949), and with sponsored TV network shows totaling 162 as opposed to 78 in 1949.

The 6 million jump in the number of receivers over the period of a year - to a total over 10 million - brought a 35% rise in time rates to a fabulous scale never achieved by radio. NBC-TV now offers its 63 outlets for an approximate $36,300 per Class A hour, while the AM web of 166 stations (with its 95,000,000 odd listeners) rates the lower figures of $26,000 per Class A hour. On the average, individual stations have time rates that are slightly more than double AM standards. For example: WNBT NY - $3100 Cl A hr, WNBC - 1400.....Baltimore - $900 TV, $420 AM... ...Boston - $1250 TV, $600 AM.....Buffalo - $750 TV, $340 AM.....Chicago - $1650 TV, $520 AM.....Detroit - $1100 TV, $500 AM.....Phila - $1600 TV, $480 AM. Recent events have proved that these discrepancies are no reflection upon radio's value. The upsurge in radio time buys & insistence on retention of established rate scales are in the nature of evidence.

And yet with the broadcasters seemingly over the hump, it remains for the advertisers and the program producers to learn how to use the medium economically. For TV now must be measured not merely for its novelty value but as a genuine competitor in the media field. And while time rates were rising by 35% over the past year, program costs jumped by pretty close to the same percentage. Preliminary to our examination of costs and sample budgets for the various types of programs, a general survey of cost problems and suggested solutions is in order.

THE HIGH COST OF PROGRAMMING

Broadway Shows for the cost of One TV Program

Looking at today's high-budgeted, high-powered television extravaganzas, the real wonder is in the fact that it's only a bare three years since the time when there were no sponsors, there were no networks, and nobody - especially the performers - was making any money. It would appear almost as if today's TV programmer is making a conscientious effort to be blase about $25-50,000 production costs.....indeed, even to glamorizing the huge expenditures, much in the manner of the Hollywood adolescent phase. When former legitimate Broadway producers - now busily engaged in weekly attempts to top last week's TV thriller - pause long enough to reminisce, however, they must shudder. It used to be that a $20,000 expenditure resulted in a year's run before a packed house. Last week, more than two dozen television programs ran through more than that amount, with only a fuzzy kinescope recording to show for it. (not to slight the artistic satisfaction and the satisfied audience of from 5 million to 5 hundred)

Basically, the metamorphasis can be attributed to a number of factors mostly concerned with the cost of talent.....all kinds of talent - performers, writers, producers, designers, technicians, musicians, and just plain more people. As coverage spread and the importance of the medium grew, better people were attracted to it..... better qualified people and better paid people. These people were required in order to satisfy the entertainment demands of the rapidly-growing audience. Networks looked around...counted the qualified...and decided they'd better sign up that limited group before the competition could. This would enable them to protect the quality of program content.

Result -- the current stage of programming development finds the largely-sold out networks not only producing the public service programs expected of them, but also fully embroiled in packaging up to 70% of their weekly schedules, according to some estimates.

This situation - while it is thought by many to be a temporary one, which the networks will surrender in favor of independent and ad agency packaging when decentralization and new, fresh, individual approaches become absolutely necessary - has already touched off a flood of ad agency resentment over the way "networks are pricing up talent and production costs to unseemly and impractical heights". Kudner Agency's VP, Ellis, sounded the keynote of this thesis when he charged the networks with not caring about prevailing rates for talent...with using huge talent fees for publicity purposes...and with being more interested in knocking off the competition than in balanced programming. Ellis said that he couldn't object to reaching 26 times as many receivers for 18 times the money he spent in 1947, but how to explain the weekly time & talent budgets (for Admiral Broadway Revue, now Your Show of Shows), which jumped from $26,000 to $75,000? Ellis pointed out that the stars of the earlier program drew $350 & $900....now pull down $1500 & $4000 weekly.

As agency for Milton Berle's Texaco Star Theater, Kudner has been in a good position to watch the costs rise from $10,000 three years ago to a present high of $36,000 for production alone, with bidding for such as a guest singing star rising to $4500 in some cases. Other ad agency executives have mournfully climbed on the Ellis bandwagon....one in particular murmering, "We used to go into a show with a budget, now we're lucky to come out of it with one!"

Network executives retaliate (as expressed in a December Billboard article) that agency toppers are themselves no shining lights when it comes to saving money on booking talent. As advertising men, and not showmen, they are prone to play the "sucker" when buying talent, the article claims.

Of course, with all due respect to this controversy, there are several even more basic factors relevant to the program cost rise. - more -

ELABORATE PRODUCTIONS, NAME PERFORMERS, UNION REQUIREMENTS ARE THE FACTORS

And the Costs can't be Amortized Sufficiently **

One network official at year's end cited a cost per 1000 viewers drop from $4.60 in July when there were 5,364,567 receivers in circulation to $3.46 in December, when the estimated total was placed at somewhat over 10 million receivers.

These figures, based on time rates, do not reflect the additional costs incorporated by production, which may add from $1000 to $50,000 per show (this entire discussion is of course conducted at the network level of programming).

Basic factor involved is undenaibly the attempt to bring before the rapidly multiplying mass audience entertainment of a standard that can compete with other media forms. For once television has outgrown its novelty standing in the home, it must of necessity stack up against the enticements of movies, sports, and other out-of-the-home entertainment.

Current debate before the FCC might seem to leave some doubt as to whether today's television entertainment is "better than ever" (i.e. the National Association of Educational Broadcasters plea for a rise in culture).....but who can question the claim of networks and advertisers that they have not stinted on funds (the former willingly, the latter not so willingly) to bring the public bigger and better shows? Indeed, the current glamorization of huge expenditures seems to be the prime retaliation to the NAEB criticisms.

Analysis of current program costs shows them to be on the average some 33 1/3% higher than those of a year ago. One-hour dramas have climbed from $15,000 to $25,000.....half-hour dramas, from $8000 to over $12,000.....hour-long comedy-variety shows, from $15,000 to $45-50,000.....situation comedies,from $7500 to $10,000..... panel shows, from $2500 to $5000.....children's shows, from $750 per quarter hour to over $1000 (up to $15,000 for half-hour western films).....daytime programs, from $2500 a week (5 times) to an average 4 times as much...or even more, depending upon the type of program (Kate Smith Show is reported at $13,000 per day).

In our budget breakdown section, we have attempted to trace the whereabouts of all these expenditures....but essentially, the rise can be attributed to the following factors:

1. More lavish production -- in every way...sets, costumes, choreography, effects, size of the production crew, rehearsal, and the like. Scenic and costume costs on hour-long dramatic programs were once $1500-2000....now run up to $5-6000 per show. The Ken Murray variety program has a payroll numbering 91 people. Daytime programs - once purely service or audience participation low-cost undertakings - now feature singers, dancers, sets, props, costumes, bands, & paid guests.

2. Name performers & costly properties -- The big Hollywood & Radio name performers waited until they could get their price before joining TV's ranks. Now that they are getting it, the names that TV itself spawned demand the same pay standards. The somewhat frantic efforts of advertisers to obtain only stars and only familiar titles and literary properties for their programs has resulted in pricing up the talent market just as much as have network efforts to secure top talent.

3. Union requirements & minimums -- It can be said that the component craft unions of the industry were most understanding and cooperative during TV's formative period. Now that there's money in the field, during the past year their successful negotiations for wage standards and working conditions have raised overall costs to a considerable extent. An examination of the effects of TvA negotiations and those of the other unions can be found on the next few pages.

**Amortization of costs is discussed under heading Possible Solutions

UNIONS & TALENT COSTS

TvA Agreements presage Revision Upwards of other Craft Contracts

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Basic reason for the two-month postponement of this survey was the uncertain status of the various talent union agreements. With the major portion of the network-Television Authority bargaining (TvA represents Actors Equity, Chorus Equity, AFRA, AGVA, AGMA - the 5 Eastern performing unions) out of the way, it is possible to analyze program costs in their new light. Current negotiations by the AFM and the TV component of the Authors' League will cause further revisions in program cost structures, but it is doubtful if their influence will be anywhere near as great as that dent in sponsor pocketbooks occasioned by TvA's code of wages and standards.

The TvA agreements with the networks are of an interim nature -- basically because the talent union house is itself still not in order, and won't be until the NLRB decides this Spring whether TvA or the Screen Actors Guild will have primary representation of performers. Without waiting for settlement of the jurisdictional dispute, however, the eastern unions last Fall, under threat of a performer strike, undertook to curb the disorganized payment and working practices that were sapping the earning power and physical strength of their members. Previously, no standardizations at all had prevailed.

TvA Effects

Medium Budget Shows hit hardest - Dramas & Variety Shows rise by $500-2000

Top name performers were least effected by the new agreements -- they were already receiving double to triple what TV was able to pay a year ago. Current fees for "names" run to $1500-2000 for a half-hour drama, $2500-3000 for an hour performance, $2500-5000 for a variety guest shot. Permanent stars of the big variety shows are getting at least as much as a top club booking would bring them...as much as $15,000 per week.

But total talent budgets have been greatly affected -- since the new wage minimums and rehearsal periods for supporting performers have placed rigid restrictions on the producer-performer relationship. (see next page for a digest)

Hardest hit have been the medium budget dramatic shows and the low budget kid shows which just cannot afford to absorb additional costs. With no additional money to draw upon, since their sponsors have more limited TV budgets, these programs have been forced to trim rehearsal time, scenic costs and number of performers to the bone. The average detective drama now uses five performers and 2 or 3 sets. Production is a challenge to the ingenuity. And the same applies to those serials for kids, which use suggestion and dialogue as substitutes for action. Unconfirmed is the report that, notwithstanding all this, DuMont's talent costs will rise by $2 million during the coming year.

More pretentious dramas which try to maintain their elaborate production despite TvA have been forced to take it on the chin to a point where their costs have risen by $500 to $2000, and even by $3000 in the case of some hour-long shows. Similarly, although it was initially expected that variety shows would suffer little by virtue of using acts with prepared material, even the top-budgeted ones have been stinting on the size of their chorus, their orchestra, the number of guest acts, and the bugaboo of overtime rehearsals. Costs have not risen overly once the production schedules were tightened up.

One phase of programming that definitely has been retarded is the polishing up of daytime schedules. It appears as though production costs will keep a multitude of soap dramas off the channels until they can be done more cheaply. The same goes for all but a few revue-type formats. Programmers are being forced into the informal, rambling, talk & music format & the audience participation format, of necessity. ***See other TvA effects in individual budget breakdowns.

DIGEST OF THE TvA-NETWORK AGREEMENTS

The following specifications are particularly pertinent to the producer-performer relationship. Complete forms of the agreement are obtainable through the TvA office. Terms here have been edited by us & are not quotes.

1. Effective dates of contract -- December 8, 1950 to November 30, 1952.
2. A rate schedule and conditions are set, covering peformers who speak more than 5 lines, 5 lines or less, announcers, sportscasters, chorus members, specialty acts, walk-ons and extras, commercials performers, multiple performances...and rehearsal periods. (Minimums & hours are illustrated in our budget breakdown section)..... Standard fee for extra rehearsal hours is $5 per hour for all but chorus dancers and chorus singers who receive $3.50 per.
3. Sustaining rates are 80% of commercial fees (agreement provides for comm'l fees)
4. Kinescopes are to be shown within 60 days in areas not receiving the show live.
5. Once producer has engaged performer, the risk is producer's & he must pay in full.
6. Two-weeks notice is sufficient for individual members of a group unless they were originally signed with the group,making a full 13 week period is required.
7. Rehearsals for shows of 15 mins length must be held within 3 days; ½ hr programs can use 7 days; hour shows, 9 days....with one day of necessity the broadcast day. There must be a 12hr break between rehearsal days....5 minute rest periods & a ½hr break before air time....2 rehearsals only for specialty acts on broadcast day.
8. Wardrobe fees must be provided the performer when using his own costumes, etc.
9. After-shows are limited to 30 minutes and pay ½ the applicable fee for the time.
10. Auditions for parts are done without payment to the performer.
11. Understudies receive the minimum fee plus that for their own part if they have one.
12. Agreement covers everyone except amateurs, audience participants, denominational choruses, kids to 16 (if 75% are kids, the show is a kid show, fees not set).
13. Mealtimes must be between 11am-2pm & 5:30-8pm with 6 hour maximum between meals.
14. All acts and cast with over 5 lines shall be credited, barring lack of time.
15. All rehearsals over the 40 hour maximum pay time & one-half per hour.
16. As soon as a show has one sponsor, the commercial scale is effective...when more than one sponsor, fees are based on length of show not on number of sponsors.
17. When a program has multiple shows, with some sustaining, some commercial, the commercial rate applies, unless appearances are only on the sustaining show.
18. Program auditions pay performers ½ the sustaining fee, & rehearsal limits apply.
19. Groups used in commercials (dancers, signers) receive performing rates.
20. Performers in several commercials receive the aggregate fee or the performer fee, whichever is less.
21. Warmups are limited to 30 minutes...people not in cast receive ½ commercial fees, if in the cast they receive $25, and announcers are credited with rehearsal time.
22. No remote pickups without the performers' consent and/or increased payment.
23. Models who do special business are considered in the 5 lines or less category.
24. Payment of performers is to be made by the following Thursday...all fees are net fees except for those deductions required by law.
25. A line is defined as not more than 10 words....part of a line is considered a line.
26. Except on camera day, there shall be no more than 4 hours in any one rehearsal session, with 7 out of 8 consecutive hours condisered a rehearsal day, allowing for a 1 hour break. Camera days allow 9 of 11 hours of 5 hours per session.
27. Doubling -- only 1 double per performer allowed and only 2 can double on a 15 min or ½hr show, or 3 on an hour show.... except on variety shows, where it is permitted.....group singers or dancers who act receive 50% of the performer fee plus rehearsal fee if extra time is required....no pay when used as walk-ons or extras. Performers receive the highest applicable fee when more than one role is filled. For commercial inserts by cast members, add 50% of the commercial fee, regardless of how many commercials in which they appear.
28. These conditions apply in show originating in NYC, L.A. or Chicago & includes film made for integration in the show, or special kinescoping to be integrated, etc.
29. When cost of living is estimated to have risen by 10%, agreement will be revised.

FINAL STATUS OF NETWORKS - AGENCIES - PACKAGERS - HOLLYWOOD STILL NOT DEFINED

Creative Talent & Production Services, however, are making Good Money

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Faced with the possibility of losing program control to Hollywood film producers unless production costs can be cut or amortized better, the networks, ad agencies and independent packagers of network shows are at least operating in the black on their productions. True, a network occasionally has to absorb some additional costs in order to deliver quality that the advertiser isn't paying for (i.e. additional sets and effects), but with the preponderance of shows operating on a sponsored basis - and having been packaged by the network, to boot - the telecasters have been able to face creative talent fee hikes with a modicum of apprehension. An examination of the current status of various production components offers testimonials that are in the "getting my feet wet" stage. They're lining their pockets too.

Independent Producers & Packagers -- The turnover has been tremendous this past year. Of the many who set up shop three years ago, only a handful are still in business. The majority are now working for the networks or the ad agencies. Those current TV packagers who can be termed successful fall into four basic categories. Greatest percentage of this elite group are the established radio and transcription offices who have set up TV departments. A handful of the top talent agents, who have capitalized on their control of performers and rights to material, make up the second category. A thimbleful of quickie film producers compose the third group. While a sprinkling of "pure television" producers just get into the money..... Broadway and vaudeville emprassarios - with a few notable exceptions (Billy Rose/Jed Harris combine, Max Liebman, Mike Todd,one or two others) - have been singularly unsuccessful. Biggest grosses appear to have been racked up by the distributors of old feature films, who are a breed slightly apart from the conventional independent.

The trend among independents entering the packaging field seems to lean toward film. With big investment money showing signs of interest in the field, a fortunate few have succeeded in capitalizing production firms strictly with an eye to future realization on films being made or planned today..... Almost all who claim the packager identity are basing their business on future expectancies -- "when the networks will run dry of material and personnel and will once again (as in radio) have to call on the independent for help".

Ad Agencies too have plans for Capturing Control -- Foremost advocates of an ultimate return to radio practices are, of course, the advertising agencies, in whose control the radio reins have rested lo these many years. The question of who can produce more cheaply - the network or the agency - is still being argued, but the agencies have temporarily retreated from full production. Only the very large and the very small assume responsibility for more than the commercial portions. Young & Rubicam with "We The People", "Bigelow Theater"(on film) & "Pulitzer Prize Playhouse".....J. Walter Thompson with "Kraft & Lux Theaters" Jack Haley's "Ford Star Revue".....Weintraub with its Saturday morning block of programs.....Kudner with "Martin Kane" and "Texaco Star Theater".....Esty with "Man vs Crime".....Cunningham & Walsh with "The Perry Como Show".....Calkins & Holden with John Conte's "Little Show".....Benton & Bowles with its daytime serial "The First 100 Years".....and Anderson & Cairns with the Masland"At Home Show" are among the agencies with fully staff-produced programs. At the same time, Arnold Cohan and other agencies catering to local advertisers have found it expedient to produce their own shows.

Since net profits without entering production run from 1 to 3% for the agency, most are unwilling to risk the uncertainties and difficulties of production. For the present, they feel it is better to claim less responsibility & thereby suffer less consequences from any sponsor unhappiness. But the agencies actively resent network control of shows, preferring to have the identification remain with the sponsor rather than the network. Currently, they are exploring the Spot TV field, in order to get more flexible times and markets.

Writers more and more appreciated -- As comics run dry and name literary properties that can be performed dwindle, the industry is placing more and more importance upon attracting top writers to TV. Fees are rising steadily to a point where a comedy sketch team can command as much as $2500 weekly... where hour-long dramas pay up to $1500 and half-hours up to $1000 for originals and adaptations. However, the norms are more like $500 to $1000 for the hour and $250 to $500 for the half-hour. Scripting still amounts to less than 10% of the total talent budget, although higher than last year's 5%.

CBS-TV for one has brought in Jerry Horwin from Hollywood to develop prime writing sources and presumably to establish contact with movie-experienced scripters. Horwin in the period of several months has been supplying writers from some half dozen CBS packaged dramas and has developed several properties in addition.

Meanwhile, the National Television Committee of the Authors League has been negotiating fees, rights and standards for its members -- aiming at 10% of the gross for original dramas, plus fees of: $300 to $750 for sustainers, $450 to $1125 for commercial shows; $200 sustaining, $500 commercial, plus 7½% of the gross for half-hour adaptations, $300 sustaining, $750 commercial for hour-long adaptations.

Designers won wage increases at the end of 1950 -- The 172 scenic designers, scenic artists, costumes designers and costume finders won pay increases amounting to an average 15% rise in negotiations last December. Designers have never had it so good. Everybody's working, and the union - United Scenic Artists Local 829 - will hold membership tests for 40 applicants soon. New wages provide: Staff Art Director or Senior Scenic Designer - $170 per week; Staff scenic designers - $160 per week; Per Diem Scenic Designers - $32 per day for each day worked; Free lance scenic designers - $175 per week.....Costume Designers and/or Costume Finders - $120 per week; Assistant Costume Designers and/or finders - $85 weekly; free lancers - $131.25.....Scenic Artists - $135 per week(painters); Journeyman scenic artists - $124 per week; students - $60 per week ($70 after 1 yr).

The whole design and construction field has been revitalized. Costume companies now devote the bulk of their time to television; tiny scenic shops have more work and are making more money than they can handle. One vital question worrying producers is -- can I get work done more cheaply outside the networks? Or shall I let them do my scenic work, prop finding, etc. for me? Facilities charges are today among the most unpredictable elements in programming. Network facilities charges are a constant surprise to the bill payers. (See charges, at end of this report).

Producers & Directors make more money on commercial shows -- Although no new minimums have been negotiated by the Directors Guild (producers free lance), both directors and producers are drawing down larger paychecks than a year ago....basic reason is that there are more sponsored shows, which of course pay additional fees above staff salaries. Staff directors at the networks draw $145 weekly minimums, but if assigned to a sponsored show, they wind up with $200 to $350...and on the biggest shows even more. Free lance directors command similar fees when employed by ad agencies or independent packagers..... Producers, who actually tie all the elements of the shows together (casting, script selection, supervision of scenic, costumes and prop requirements, etc), draw an average $350 to $500 on most shows. The influx of extravaganza-type productions, drawing upon Hollywood and Broadway "names" for their production experience & contacts, have brought about fees for these people ranging from $1000 to $2500, but this is uncommon. Networks have been creating production units for their bigger shows, including studio supervisors and co-ordinators. Employed as a form of training for later directorial & production responsibilities, these people earn from $85 to $125 weekly, a similar scale to that of the floor manager in the studio.

Musicians are Fighting for their Jobs - Networks, Packagers and Clients have another cost boost to look forward to imminently. The AFM contract expired at the end of January, and current negotiations will fix new minimums to be retroactive to February 1. At this writing, there's little information as to what the new scales will be. They will be higher! But of more concern to the musicians are provisions that music used on programs be live and not recorded. They point to high-budgeted shows like Ford Theater, which have attempted to cut costs by dropping their orchestras...and they worry, as they have ever since recorded music entered the picture, about killing their own golden goose. Another consideration being debated - as it is in all talent negotiations - are reuse payments, re kines & films.

At the time the last agreement expired, staff musicians on the networks were receiving $181.87 for a 25-hr week of sustaining and commercial programs...if sustaining only, they received $144.21. Local station staff men received $161.67 for sustaining/commercial and $121.18, if sustaining only..... Scales on a per show basis were network: $7.13 per reh hr, $21.85 per telecast hr, $2.85 for doubling, double scale for leader, $15 extra for simulcasts & $6 for makeup. Local scales: $6.38 per reh hr, $19.55 telecast hr, $2.55 doubling, rest the same.

Staff arrangers were receiving $159 weekly; free lancers got from $2-350 weekly; stock arrangements went for $50-75; special ar-arrangements for $2-300. .

OUT-OF-TOWN & LOCAL NYC STATIONS AT A DIFFERENT LEVEL

Program costs on the non-network level are radically lower. Indeed, outside of NYC, Los Angeles, Chicago & Philadelphia little live studio programming is done at all. Even at the reduced costs made possible by lower paid talent & minimum productions, the local advertiser has been practically forced out of the medium..... except for participations, spot station breaks, and either film or sports remotes. Most difficult of all is the job of NYC local stations which have to compete with network programs and network stars...and yet WOR-TV has been able to put on dramatic shows at $1000. It would appear that the local stations cannot deliver a large enough market to justify larger production expenses, unless they can develop a show with network potentialities.

Worthy of note is the fact that when name players appear on west coast TV stations, their price is just about one-quarter of their NYC demands. West coast talent unions are currently seeking new wage scales reaching - $35,$45,$70 per ¼hr, ½hr & hr, with 1 hr rehearsal included. While the stations are willing to go no higher than $30 with an hour rehearsal included. There appears to be a trend toward developing contract players on west coast stations.

FILM -- THE BIG QUESTION

The subject of film is worth a report in itself - and we plan to publish such a report during the month of March. As it figures in this cost survey, film is important in two respects: 1. Old feature films, westerns, and shorts have not only filled up time for local stations...they've made it possible for the local advertiser to sponsor a program. The price of feature films is up, largely because of the scarcity of product and because today films are being sold in packages, so that a series can be promoted and viewing habits formed. Prices that the 40-odd distributors of substance are getting is one of the trade's big secrets. They claim that prices are based on size of market, but it appears to be more in the line of what the traffic will bear. Out-of-NYC, individual features are probably costing stations somewhere from $75 to $300 according to size of market...shorts bring from $15 to $50... just recently, ABC-TV made a network deal with one distributor to supply features for two programs at a figure probably close to $100,000. Because of the short US supply, Cinetel Corp and other distributors (Standard, Astor, Associated Artists, others) have tone to Europe for product...to the extent that some English films are being seen here on TV before theater screenings....& foreign language film is scheduled.

2. Programs on Film have always been touted by many as the ultimate solution for cost problems (see Possible Solutions, next page). And yet, when counted, the number of network programs produced on film is minute. Until now, and probably for some time to come, film acts as a replacement for the cable in many local, non-interconnected markets. Of course the greatest boom in film usage will come when the freeze on new stations is lifted and from 500-2000 stations are potential markets.

The principal arguments used by film proponents are today mostly those identified with Spot TV rather than network programming -- i.e. pinpointed selection of markets, stations, time of year and time of day, with a better chance of clearing time when dealing with the local station itself....and cost of production. It has yet to be proved that film of quality can be produced more cheaply than live programming. Several of the Ad Agencies (Y&R, D-F-S, Compton) and have been experimenting. Y&R initially reported a year ago that it was saving close to $5000 per half-hour show in the Silver Theater series by letting Jerry Fairbanks shoot them on film. However, it's believed that Fairbanks may even have been delivering below cost. Almost all current half-hour TV films that have released costs seem to fall in the $12500 to $15,000 class (Beulah, Lone Ranger, Gene Autry, Bigelow, Fireside). They may cost the first run sponsor only $7500, but the producer is looking for the re-run money to pay his costs and make his money.

Y&R is already putting its re-use theory to the test by integrating first-run Silver Theater films into the current Bigelow series. The agency has also tested one-hour film costs with two Magnavox Theater films and one Pulitzer Prize film, both successful entertainment, at an approximate cost of $23-25,000 - no saving on live costs, but with a tangible property as a result.

The station representatives - salesmen for Spot TV - have been openly aiding the cause of film producers, in an effort to develop programs that local stations can sell to national, regional and local sponsors instead of taking purely network programs. Free & Peters, Blair & Katz agencies have formed a combine to help film producers sell to the aforementioned sponsors...at no charge to the producer, since they stand to realize 15% on local time sales. The Edward Petry Company has joined with Standard Transcription Co. and Century Artists in distributing film, with the choice Fireside Theater films (retitled Royal Theater for the re-run) as their 1st property.

ARE CURRENT ADVERTISING PATTERNS IMPRACTICAL?

Can advertisers continue to meet television's rising level of costs? Of course, because TV's payoff in sales will justify bigger TV ad budgets. But advertising patterns may have to be shuffled around and carefully revised in order to make the most economical and productive use of the medium. Once the novelty aspect is over, time rates will probably be fixed in accordance with demand for time. They'll always be higher than radio because the coaxial cable costs 7 times a radio wire. Networks are estimated to be paying out more than $100,000 a month for cable facilities.

But the basic problem to be solved is amortization of costs. A major network TV effort today is believe to require a $1¼ million budget per year. Network officials believe that the figure will rise to about $2 million within the next two years.....because of continuing receiver sales despite emergency shortages and because program costs will continue to rise to a point even double their present standard.

And yet the situation today finds some principal hard goods advertisers withdrawing from TV in the face of emergency material shortages & the high cost of programming. Chevrolet, until last Fall, the leading TV advertiser, has dropped TV except for local dealer spot campaigns. Nash, Buick, Chrysler are or will be inactive. As for the local advertiser, he's practically been priced out of the market, except for participations in films, sports, service shows & marginal efforts.

ARE CURRENT ADVERTISING EXPENDITURE MEANINGFUL?

The figures: An ad agency researcher reports that 2/5 of all US homes are not yet covered by TV...that if not for the freeze on new outlets and the color dispute...& the emergency, we could have expected that every US home would be a potential TV owner by 1954. A network official still expects that there will be 27,000,000 TV homes by 1955. Be that as it may, many past and current advertising expenditures in television were made in the form of investment against the time when extended circulation would amortize costs to the greatest extent. That time has not yet arrived.

At the time of the freeze in September 1948, there were 37 TV stations in 21 markets. At the end of 1949, there were 98 stations in 58 markets. At the end of 1950 the last total had risen only to 107 stations in 63 markets...only 1/5 of the stations originally contemplated by the FCC for the VHF band. Only half of today's TV audience can select from 3 network outlets, although 85% of the audience is within the connected market. The 20 largest markets have about 20% of the receivers...and there appears to be some compensation in the fact that receiver distribution is concentrated rather than spread thinly, making those markets which have TV, solid ones.

POSSIBLE SOLUTIONS TO THE COST PROBLEM

1. Rotating Sponsorship -- or alternating sponsorship of the same program...diminishes identification between product & show, but enables a cash-in on high ratings without having to sustain the weekly cost (Norge, Pet Milk, Motorola on NBC-TV's Wednesday night Four Star Revue - principal sponsorhsip rotates, though each product gets a plug on all programs.)

2. Split Sponsorship -- buying Tuesday & Thursday segments of a five-day strip, or buying one-half hour of an hour program, or any segment of a longer show...same arguments as above (used extensively on daytime & kid shows, also Stop The Music)

3. Co-operative Sponsorship -- either through dealer-manufacturer tie-ins, or through different sponsorship in different markets, with both principles illustrated on DuMont's Cavalcade shows, sponsored by manufacturer tie-ins with different drug chains in cities carrying the programs.

4. Short Rides -- in the manner of Ford's reported $500,000 spread to introduce its 1951 line....or similar special campaigns.

5. Special Highlights -- no sustained advertising, but rather holiday specials, or infrequent one-shots, special events & the like, previewed by a big promotion.

6. Alternate Week Programming -- in the manner of Ford Theater, which alternates with two half-hour shows...Lucky Strike Theater/Musical Comedy Time...Big Story with The Clock. Interesting to note is that Ford had intended to go weekly last Fall, but was dissuaded by high costs, while Pall Mall will move its Big Story to a weekly basis in March...and Emerson drops The Clock around the same time.

7. Stay With Commercials -- wage a continued campaign of station break, time signal and participating announcements, per the advice of a National Shawmut Bank (Boston) VP who advised local advertisers particularly to stay out of programming unless the show is sensational. It appears that local shows which can provide the advertiser with enough identification to make them a worthwhile property are few and far between, and that more frequent participations, etc. pay off in direct sales. For national advertisers, in a Television Magazine article recently, Edward Petry, station representative, proposed a Spot saturation campaign that would have 535 spots per week on every one of the 107 stations at a total cost less than the hour-long "Toast of the Town" on 33 stations, illustrating as follows -- an hour-long program even going to 60 stations would cost $44,335 per week or $2,305,420 per year for time & talent. Figuring 180 commercials per week (60 stations X 3 commls) total cost per commercial would be $246. A Spot campaign placing 5 a week on 107 stations would cost $32,742 per week, $1,702,604 per year -- $61 per commercial. ...and "Toast of the Town" has rated as low as 7.6 in Los Angeles, for example, while local spots, adjacent to high-rated shows, pulled better. --9a--

[illegible]

8. Buy National, Regional or Local Spot -- in order to program when desired, in the specific markets, regions and areas desired, on the station desired, at the time of day desired, and to obtain a greater outlet for programs, and thereby amortize costs per viewer to a greater extent. Bigelow-Sanford through Y&R is using Spot TV exclusively for a major program effort on film...A.C.Gilbert used a pre-Christmas spot campaign in 60 markets for its toy trains. Station Representatives offer Spot as a solution to the time clearing problem, proposing that the stations which networks are not able to clear are more cooperative when it's their own sale.

9. Film Programming -- in order to capitalize on Spot TV and in order to have a tangible property once the program has been completed - a property that can be re-used or re-sold - a property that ultimately can bring greater scope than studio-restricted programs from the production standpoint.

10. Phonevision -- still not in good favor, the Zenith-backed project enters this discussion by virtue of the technique it implies -- operation without the advertiser in favor of pay-as-you-go television, with the movie producers and telephone company profiting, and with volume so great as to insure magnificent programs. Current Chicago tests have yet to prove that the home audience will pay for entertainment. Skiatron & other forms of "Boxoffice TV" are considerations also.

CONCLUSION

If the latter part of this discussion appeared to be weighted in favor of any method of using television other than live, network TV...such is not the case! All the possible solutions to the high cost of programming will probably continue to be used. So will network television -- because network TV will always provide the advertiser with the kind of identification and the coverage that he can get through no other usage of the medium. The fact remains, however, that unless the costs of network programming can be held in line, those advertisers that can afford it, regardless of its impact, will be few and far between. This despite almost sold-out schedules as of today. The true test is in the ultimate -post-novelty period - when TV must stand in competition with other media in the cost-per-person market.

Of basic consideration is the fact that network TV is only 3 years old. It is still in the formative, experimental, wasteful period of what will ultimately become the dominant entertainment medium of all. The law of supply and demand - with regard to what advertisers can and will pay for time and talent, plus a leveling off of all kinds of production expenses, including talent will resolve the immediate concerns about the cost spiral. As to whether the medium will be controlled by networks, ad agencies, or Hollywood -- that is where we started the discussion, and that is where we leave it. Safe answer is that all three will maintain a balance of power.

The budget breakdowns published on the following pages are in the nature of an attempt to find standards that the programming industry may be guided by.....in all cases they represent hypothetical examples.....and in all cases they are of course subject to individual requirements and peculiarities of format that may exist within our arbitrary categories.

Our research for this 3rd Cost Analysis was less hampered by the iron curtain which blocked the earlier two. We've pretty much broken down the barriers of secrecy by virtue of building a reputation for objective, intelligent reporting. But our figures for total production costs depend greatly on the sincerity of the information received. In all cases, budget breakdowns are original in nature, built by synthesis after an analysis of the various factors.

At best, the cost situation today is a confused one - there's such a divergence of component factors that shows are next to impossible to type.....All budgets expressed represent commercial shows, costs represented are those to the sponsor.....-9b-

SAMPLE ITEMIZED BUDGET BREAKDOWNS

TABLE 1 - ONE-HOUR DRAMA

Rights & Adaptation	$2000	Average about $1000 for each
Principal Players	2500	1 or 2 top Hwood or Bway "names"
Supporting players	3000	3 featured, 10 supptg, 2-5 walk-ons
Sets, Props, Costumes	5000	up to 6 or 7 sets(2 major, 4 minor)
Music, Film, Effects	1500	band figured, also film-kine effects
Producer	750	commercial fee (includes assistant?)
Director	350	commercial fee, goes higher
Production Staff & Secretarial	500	reader, casting, typing
40-50 hours rehearsal	1400	rehearsal halls, expenses
10 hours camera rehearsal	2500	figured at $250 per hour
	$19,500	this total divided by 85% givesthe
15% Ad Agency Commission	3440	final total..subtract original from
TOTAL	$22,940	the new figure to get the commission

Comments: Most one-hour dramas are network packages. Today's average production budget is almost $10,000 more per week than that of a year ago. Other cost factors -- a trend toward filming...dropping of bands for recorded music...tightening up of rehearsal & other TvA restricted costs.

TvA Minimums: 22 rehearsal hours included -- more than 5 lines $170 minimum, 5 lines or less $75 minimum, walk-ons & extras $45 minimum (9 hrs reh in 1 day plus show day) -- see Pg 5 for details.

** This budget is hypothetical, representing purely sample cost allocations.

Estimated production costs of 1-hr dramas: Ford Theater(K&E produced)-$22,500; Kraft Theater(JWT produced)-$15,000 using no stars; Lucky Strike Theater(Neptune Prods) - $25,000 using mvoie names & properties; Philco Playhouse(NBC produced)-$22,500 using novels & stars; Prudential Theater(CBS produced)-$22,000; Pulitzer Prize Playhouse (Y&R produced)-$27,500; Studio One(CBS produced)-$18,500; Sure As Fate(CBS produced) $16,000; Musical Comedy Time(NBC-Schubert produced)- $27,500.

TABLE 2 - HALF-HOUR SITUATION COMEDY

Script & Rights & Packager	$1500	Split approximately 3 ways
Cast	2000	3 principals, 3 supporting, others
Sets & Props	1000	Basic sets repeated (handling incl)
Producer (or Packager)	500	Commercial fee
Director	350	Commercial fee
Music, Art, Effects	250	
Production Staff - Secretarial	300	
Week's Rehearsal	500	Rehearsal hall, expenses
6 hours camera rehearsal	1500	at $250 per hour
	$7900	
15% Ad Agency Commission	1395	same method of figuring as above
TOTAL	$9295	used throughout this section.

Comments: Production costs up by $1000 to $1500 more than a year ago, some of that accounted for by normal longevity boosts. Majority are independently packaged.

TvA Minimums: See ½hr drama, next page

Estimated production costs of current ½ hour situation comedies: Aldrich Family (NBC produced,Clifford Goldsmith package)-$9000; Burns & Allen (CBS produced, B&A package -reported $20,000, with half probably to B&A; The Goldbergs (CBS-Gertrude Berg prod) $9000; Mama (Carol Irwin-CBS produced)-$9000; One Man's Family (NBC-Carlton Morse)- $9000; Beulah (D-F-S produced on film)-$12,500; Peter & Mary Hayes & College Bowl see Table 5.

--On all budget breakdowns, network faciltiies charges are figured in -- We have tended to underestimate them...they're highly unpredictable.

TABLE 3 - HALF-HOUR DRAMA

Scripts & Rights (or Packager).....	$1000	Saving on originals: $350-500per script
Principal Player(s).....	1500	1 or 2 Hwood or Bway "names" usually
Supporting Players.....	1250	5 to 7 players;depends on "names"
Sets & Props, Film & Effects.....	2000	
Producer.....	500	Commercial fee - may be packager
Director.....	250	Commercial fee - network staffer
Production Staff - Secretarial.....	300	
Week's Rehearsal (20-30 hours).....	400	Rehearsal halls, expenses
Camera Rehearsal - 7 hours.....	1750	at $250 per hour
	$8950	
15% Ad Agency Commission.....	1579	figured as in Table #1
TOTAL.....	$10,529	

TvA Minimums: More than 5 lines $125 minimum, 12hrs reh incl; 5 lines or less $62.50, 6hrs reh incl; walk-ons & extras $35, 6hrs reh incl. Extra hours: $5 per

Comments: Above budget is for a quality commercial half-hour. Costs are up $2000 in some cases since last year. Greatest number are network packaged...most use original material, but rights to familiar properties are in increasing demand. "Name" stars are almost a must today & where two are used, cost rises accordingly. Most expensive show today in this category is undoubtedly The Billy Rose Show - total budget $17,500, with Rose, producer Jed Harris and talent packager MCA coming in for about $7000 of that total.

Other estimates of current production costs: Armstrong Circle Theater(NBC prod)-appr. $10,000; Big Story (Prockter)-$8500, no names, but location filming; *Big Town (CBS) $9500; The Clock (NBC)-$7000, no names, uses originals; Danger (CBS)-$9500; Famous Jury Trials (DuM)-$5000, no names, basic set; Fireside Theater (Crosby Entpr) on film - $7500 to the sponsor; Hands of Mystery (DuM)-$5000; *I Cover Times Square (Harold Huber)-$6000; *Martin Kane(Kudner)-$9500,now using a "name" plus Gargan; Lights Out (NBC)-$7500, now using 1 "name": Lux Video Theater(JWT)-$10,500; *Man vs Crime(Esty)-$12,500 with Bellamy plus "names"; Somerset Maugham Theater(CBS)-$10,000 Nash Airflyte Theater(MCA)-$15,000, uses name players, name properties; *Plainclothesman(Transamerican)-$5500; *Ellery Queen (Pincus)-$7500;*Inside Detective(DuM)-$5000; Starlight Theater(CBS)-$12,000, with "name" leads; Stars Over Hollywood(MCA on film) $7500 to sponsor; Suspense(CBS)-$9000, with Name leads; The Web (Goodson-Todman) - $10,000; Trapped (Harvey Marlowe on WOR-TV) uses no names, original scripts-$1000.

TABLE 3(A) - DETECTIVE DRAMAS -- Indicated by Asterisks(*) in above listing.....

These half-hour dramas are specialized in that they are based about the activities of one star in weekly situations, using several basic sets and more or less regular casts. Cost factors are the "Name value" of the star, number of players used and number of sets used each week. Range for production budget is from $4500-$12,500...with a low-budget average as follows:

Script & Rights.....	$500	Rights are variable
Central Character.....	750	From $500 to $1500
Cast.....	1000	4 to 6 people at minimum fees
Sets & Props.....	750	mostly handling & amortization
Producer.....	350	Commercial fee
Director.....	200	Network staffer
Music & Effects.....	200	some location silent film, organ
Production Staff - Secretarial.....	200	
Rehearsal - 15 hrs-expenses.....	300	rehearsal hall, office expenses,etc.
5 hours Camera Rehearsal.....	1250	at $250 per hour
	$5500	
15% Ad Agency Commission.....	970	TvA Minimums: As above
TOTAL.....	$6470	Typical Shows: See Asterisks* above

TABLE 3 - HALF-HOUR DRAMA

Scripts & Rights (or Packager).....	$1000	Saving on originals: $350-500per script
Principal Player(s).....	1500	1 or 2 Hwood or Bway "names" usually
Supporting Players.....	1250	5 to 7 players;depends on "names"
Sets & Props, Film & Effects.....	2000	
Producer.....	500	Commercial fee - may be packager
Director.....	250	Commercial fee - network staffer
Production Staff - Secretarial.....	300	
Week's Rehearsal (20-30 hours).....	400	Rehearsal halls, expenses
Camera Rehearsal - 7 hours.....	1750	at $250 per hour
	$8950	
15% Ad Agency Commission.....	1579	figured as in Table #1
TOTAL.....	$10,529	

TvA Minimums: More than 5 lines $125 minimum, 12hrs reh incl; 5 lines or less $62.50, 6hrs reh incl; walk-ons & extras $35, 6hrs reh incl. Extra hours: $5 per

Comments: Above budget is for a quality commercial half-hour. Costs are up $2000 in some cases since last year. Greatest number are network packaged...most use original material, but rights to familiar properties are in increasing demand. "Name" stars are almost a must today & where two are used, cost rises accordingly. Most expensive show today in this category is undoubtedly The Billy Rose Show - total budget $17,500, with Rose, producer Jed Harris and talent packager MCA coming in for about $7000 of that total.

Other estimates of current production costs: Armstrong Circle Theater(NBC prod)-appr. $10,000; Big Story (Prockter)-$8500, no names, but location filming; *Big Town (CBS) $9500; The Clock (NBC)-$7000, no names, uses originals; Danger (CBS)-$9500; Famous Jury Trials (DuM)-$5000, no names, basic set; Fireside Theater (Crosby Entpr) on film - $7500 to the sponsor; Hands of Mystery (DuM)-$5000; *I Cover Times Square (Harold Huber)-$6000; *Martin Kane(Kudner)-$9500,now using a "name" plus Gargan; Lights Out (NBC)-$7500, now using 1 "name": Lux Video Theater(JWT)-$10,500; *Man vs Crime(Esty)-$12,500 with Bellamy plus "names"; Somerset Maugham Theater(CBS)-$10,000 Nash Airflyte Theater(MCA)-$15,000, uses name players, name properties; *Plainclothesman(Transamerican)-$5500; *Ellery Queen (Pincus)-$7500;*Inside Detective(DuM)-$5000; Starlight Theater(CBS)-$12,000, with "name" leads; Stars Over Hollywood(MCA on film) $7500 to sponsor; Suspense(CBS)-$9000, with Name leads; The Web (Goodson-Todman) - $10,000; Trapped (Harvey Marlowe on WOR-TV) uses no names, original scripts-$1000.

TABLE 3(A) - DETECTIVE DRAMAS -- Indicated by Asterisks(*) in above listing.....

These half-hour dramas are specialized in that they are based about the activities of one star in weekly situations, using several basic sets and more or less regular casts. Cost factors are the "Name value" of the star, number of players used and number of sets used each week. Range for production budget is from $4500-$12,500...with a low-budget average as follows:

Script & Rights.....	$500	Rights are variable
Central Character.....	750	From $500 to $1500
Cast.....	1000	4 to 6 people at minimum fees
Sets & Props.....	750	mostly handling & amortization
Producer.....	350	Commercial fee
Director.....	200	Network staffer
Music & Effects.....	200	some location silent film, organ
Production Staff - Secretarial.....	200	
Rehearsal - 15 hrs-expenses.....	300	rehearsal hall, office expenses,etc.
5 hours Camera Rehearsal.....	1250	at $250 per hour
	$5500	
15% Ad Agency Commission.....	970	TvA Minimums: As above
TOTAL.....	$6470	Typical Shows: See Asterisks* above

TABLE 4 - ONE-HOUR VARIETY (Vaudeville - Musical)

The greatest variance in production costs prevails in this category. Factors are the fee paid to the star, elaborateness of production, fees paid to guest performers and the general scale of production. The following is an attempt to justify the reported $40-50,000 weekly budgets.

MC or Star.....	$15,000	High Tax Bracket, of course.
Guest Star.....	5,000	
Other Guest Performers.....	3,000	Average Act $500-1000
Singing Chorus.....	1,000	
Dancers & Choreography.....	1,000	
Music & Arrangements.....	3,000	20 pc band & several arrangers
Writers.....	2,500	2 or 3
Sets & Costumes & Effects.....	6,000	Includes design, handling, facilities
Producer.....	1,000	Commercial Fee
Director.....	500	Commercial Fee
Staff Assistants.....	1,000	
Rehearsal - Expenses.....	500	
5 Hours Camera Rehearsal.....	2,000	At $400 per hour
	$41,500	
15% Ad Agency Commission....	7,300	
TOTAL.....	$48,800	

TvA Minimums: Specialty Acts - 1 performer $200, 2 perfo $275, 3 perfo $375, 4 perfor $475....Chorus Singers - $75 per w/10 hrs reh incl.....Chorus dancers -$125-137 per depending on number w/ 40 hours reh incl....over 5 lines -- $170 w/22 reh hrs....5 lines or less -- $75 w/9 reh hrs....walk-ons & extras -- $45.

Comments: The above figures are purely hypothetical, based on analysis of the various factors. Star's salary and expensiveness of designs have greatest influence. In most cases, star acts as co-producer also & even absorbs some talent charges. Shows falling in this category are few in number: The Colgate Comedy Hour, reported at $50,000; the Wednesday Night Four Star Revue, reported at $45,000; The Texaco Star Theater at about $40,000; Your Show of Shows, approximately $40,000.

More normally-bracketed at the $15-25,000 level are the bulk of shows, including: The Jack Carter Show - $25,000; Arthur Godfrey & Friends at $15,000; Jack Haley's Ford Star Revue - $15,000; Ken Murray Show - $25,000; Don McNeill Show - $18,500; Frank Sinatra Show - $25,000; Stop The Music(variety-participation) - $15,000; Toast of the Town - $17,500 (done with mirrors, a column, few sets, little production). A budget breakdown for this type of program might look as follows:

MC, co-producer.....	$ 3500	range is $2500 to $5000
Guest Star.....	2500	range is $1500 to $5000
Other Guest Performers.....	2500	Average is $200 - $1000 per act
Sets, Props, Costumes, Effects.....	3000	Includes facilities & handling
Chorus Singers & Dancers.....	1500	6 each
Music & Arrangements.....	2500	15 pc band
Writers.....	1500	2 or 3
Associate Producer.....	750	
Director.....	350	
Production Assistants.....	500	
Rehearsal - Expenses.....	500	
5 Hours Camera Rehearsal.....	2000	
	$21,100	
15% Ad Agency Commission....	3,725	
TOTAL.....	$24,825	

These programs have been somewhat affected by TvA agreements, largely in cutting down of choruses & in tightening rehearsal periods. Rise in costs has been a good $5-10,000 over past year, largely in talent fees.

Table 4 - [illegible] (Leadville - [illegible])

The greatest variance in production costs prevails in this category. Failure to the ten paid to the [illegible], elimination of production, fees paid to guest performers and the general waste of production. The following is an attempt to justify the [illegible] $40-50,000 yearly budget.

[illegible] or [illegible]	$12,000
[illegible]	3,000
[illegible] Guest Performers	3,300
[illegible] Dorms	1,000
[illegible] & Choreography	3,000
[illegible] & Arrangements	3,000
[illegible]	2,300
[illegible] & Costumes & Sets	6,300
[illegible]	1,000
[illegible]	300
[illegible]	1,000
[illegible] - Equipment	300
[illegible] Dance Theatrical	2,000
	$41,300
10% to Agency Commission	1,330
[illegible]	$42,630

Budgets for Breakdy, of course.

Average net $300-1000

30 to [illegible] & advanced [illegible]
$ or 3
Includes design, [illegible], facilities
commercial fee
Commercial fee

at $400 per hour

Fee (Company) Preliminary info - 1 [illegible]
per $200, 2 parts $[illegible], 3 parts $[illegible],
4 parts $[illegible]...Course tuition - $[illegible]
per w/10 hrs per [illegible]...Course tuition
-$[illegible] per [illegible] on number w/ 10
hours per [illegible]...over 5 [illegible] -- $[illegible]
w/[illegible] per hr...5 [illegible] or less -- $[illegible]
w/[illegible] per hr...walk-ins & extras -- $[illegible]

[illegible]. The above figures are purely [illegible], based on multiple of the [illegible] factors. Dorf's salary and [illegible] allowance of [illegible] from [illegible] [illegible]. In most cases, other [illegible] as [illegible] also & even absorbs some talent salaries. Some failure to this category [illegible] to [illegible] Fee Colorado Comedy Show, [illegible] at $20,000; the [illegible] Night [illegible] Show, reported at $[illegible]; the Denver Dry Theater at [illegible] $40,000; Your Show [illegible] approximately $40,000.

[illegible] are usually-[illegible] at the $[illegible]-50,000 level are the bulk of above, including: [illegible] Fee Comedy Show - $[illegible]; Arthur Godfrey & Friends at $30,000; Jack Benny's [illegible] - $[illegible],000; [illegible] Show - $[illegible]; [illegible] Show - $[illegible]; [illegible] Entertainment - $[illegible]; [illegible] Show - $[illegible],000; [illegible] the [illegible] - $[illegible],000; [illegible] Show - $[illegible],000; [illegible] the [illegible] - $[illegible],000; [illegible] Show - $[illegible],300 (done with [illegible], a [illegible], few [illegible], little production). A larger breakdown for this type of program might look as follows:

[illegible] re-production	$[illegible]
[illegible]	[illegible]
[illegible] Guest Performers	[illegible]
[illegible], Dorms, Offices	[illegible]
[illegible] Sets & Costumes	[illegible]
[illegible] & Arrangements	[illegible]
[illegible]	[illegible]
[illegible] Production	[illegible]
[illegible]	[illegible]
[illegible] Production Assistants	[illegible]
[illegible]	[illegible]
[illegible] Dance Theatrical	[illegible]
	$[illegible]
10% to Agency Commission	[illegible]
	$[illegible]

Range is $[illegible] to $[illegible]
Range is $[illegible] to $[illegible]
Average is $[illegible] - $[illegible] per act
Includes facilities & backing
6 week
[illegible] per week
[illegible] or [illegible]

These programs have been produced after-
[illegible] by Pat Boone[illegible], largely to [illegible]
[illegible] some of concerns & to [illegible]
[illegible] particle. Also in order has
been a good $[illegible],000 over [illegible] year,
largely in talent fees.

TABLE 5 - HALF-HOUR VARIETY (Vaudeville - Musical)

MC or Star.....	$2000	This is an average of a wide range
Guest Performers.....	1500	1 or 2 - savings possible here
Permanent Singers, Dance Team.....	750	See TvA minimums - Table 4
Music & Arrangements.....	1000	10 pc orch or larger
Writers - Special Material.....	750	2 or 3
Sets, Props, Facilities,etc.....	2000	
Producer.....	350	Commercial Fee
Director.....	200	Commercial Fee for Network staffer
Production Staff.....	300	
Rehearsal - Expenses.....	275	Insurance, etc.
5 hours camera rehearsal.....	1725	at $350 per hour in theater
	$10,850	
15% Ad Agency Commission.....	1,915	
TOTAL.....	$12,765	

Comments: A wide variance in formats prevails, making the above budget representative in components more of the vaudeville type than any other. Programs like The Burns & Allen Show, Chico Marx's College Bowl & The Peter & Mary (Hayes) Show are essentially a situation comedy with a stet cast & lesser variety acts worked in....This Is Show Business, on the other hand, features a nominally-paid panel & 3 well-paid acts..... again, the elaborateness of production & name value of the MC figures strongly. This type show is up $2-5000 over last year's averages.

Estimates - Current Production Costs -- Star of the Family (Morton Downey)-$12,500; This is Show Business-$12,500; Paul Whiteman Revue-$12,500; Your Hit Parade-$15,000; Alan Young Show-$15,000; College Bowl-$10,500; Garroway At Large-$10,000; Holiday Hotel-$12,500; Horace Heidt(location film)-$15,000; Vaughan Monroe-$12,500; Firestone -$10,000; Showtime USA-$15,000; Burns & Allen-$20,000 reported.

TABLE 6 - QUARTER-HOUR MUSICAL

	(per show)	
Featured Vocalist, MC.....	$ 350	according to name value
Trio, others.....	250	
Music & Arrangements.....	300	This budget figured on show being
Writing - special material.....	200	done two or three times weekly.
Sets, Props, etc.....	200	
Producer-Director.....	250	TvA Minimums as in Table 4
Production Assistants.....	150	
1 hr Camera Rehearsal.....	250	
	$1950	
15% Ad Agency Commission.....	345	Figured as in Table 1
TOTAL.....	$2295	

Comments: Earl Wrightson's Masland At Home Show(1) - $2500; John Conte's Little Show (2) - $4800; Perry Como Supper Club(2) - $5500, allowing extra money for Como; Roberta Quinlan Mohawk Showroom(3) - $7500; other shows with lesser names, working in front of a backdrop with a trio band on stage & a vocalist of the other sex are being done for $2000 per week on a strip basis.

PLEASE INCLUDE IN TABLE 4

The Fred Waring Show, which features elaborate productions and staging, a large orchestra and chorus and top writing and direction, runs about $20-22,500 for the hour.

DuMont's Cavalcades (Bands & Stars) are tightly produced, run about $10,000 apiece, with Stars, featuring Jackie Gleason and guest acts, slightly higher than Bands, which now has Buddy Rogers as MC for the visiting name bands & interspersed variety acts.

TABLE 7 - HALF-HOUR AUDIENCE PARTICIPATION

MC.....	$ 750	Wide range according to "name"
Announcer/co-MC.....	350	
Talent (skits, etc).....	500	
Sets, Props, Effects.....	600	This is for a Network show.
Music.....	300	Organ or small combo
Producer.....	300	Commercial Fee
Director.....	200	"
Writer/Researchers.....	300	
Staff & Expenses.....	200	Secretarial, Insurance, etc.
Merchandiser.....	200	Giveaways, prizes
2 Hours Camera Rehearsal.....	500	
	$4200	TvA Minimums: See Table 3
15%Ad Agency Commission.....	750	
TOTAL.....	$4950	

Comments: Current Estimates - Beat The Clock - $5000; Blind Date - $5000; Art Linkletter - $7500; Take A Chance(off now) - $5000; Truth or Consequences - $12,500; What's My Name (Winchell-Mahoney) - $10,000; You Bet Your Life(Groucho) - $10,000. Of course, in the case of the latter three shows, the value of name properties and a star of magnitude up the cost for talent & rights. Most of these shows are independently packaged & a fee of at least 20% is figured in the expenses.

TABLE 8 - HALF-HOUR PANEL QUIZ

MC.....	$ 500	Depending upon "name"
Regular Panel.....	750	About $250 per is tops
Guest Panelist.....	250	non-performing
Sets, Props, Effects.....	300	
Writing & Research.....	400	usually 2
Producer.....	300	
Director.....	200	
Staff & Expenses.....	200	
1 Hour Camera Rehearsal.....	250	Not always necessary
	$3400	
15% Ad Agency Commission.....	600	
TOTAL.....	$4000	

Comments: Above is for a quality panel or discussion-type program not using performers. These too are usually independently packaged, with a profit margin figured in the expenses as carried here. A show like Celebrity Time pays extra for two performing panelists, up to $500, but generally lower. More typical shows run as follows: Leave It To The Girls - $3500; What's My Line - $4500; Who Said That - $3500; Twenty Questions - $3000; Life Begins At 80 - $3000; Quiz Kids - $3500; Meet The Press - $3500; Mrs. Roosevelt - $5500 net available price.

TABLE 9 - QUARTER-HOUR NEWS SHOWS

Newscaster.....	$ 150	
Writers.....	200	These programs blend live news
Sets & Props.....	25	reading with film shorts - usually
Still Pictures.....	150	1 or two shorts per quarter hour,
Film (rights, shooting, processg)	700	plus slide & specially-shot news
Director.....	75	film....more film, higher the cost
	$1300	
15% Ad Agency Commission.....	240	Camel Caravan(NBC) $8500-10,000wkly
TOTAL (per day).....	$1540	CBS NEWS - $1850 per ¼ hr. Remote pickups add to costs.

Comments: Local shows use either slides or stills...plus Telenews...cost about $500.

TABLE 10 - QUARTER-HOUR INTERVIEW

MC or Femcee	$ 350	Can go up to $500
2 Guests	250	Usually gratuity
Assistant (on camera)	125	playing sec'y, office boy, etc.
Music	75	piano, or the like
Sets & props	50	stet set amortized..handling
Producer	200	may be packager
Production Assistant	75	
Idea people/writers/researchers	250	on more pretentious shows
1 Hour Camera Rehearsal	250	
	$1625	
15% Ad Agency Commission	215	
TOTAL (per show)	$1840	

Comments: Above budget is a top one, approximating but a little lower than that for The Faye Emerson Show not counting filming costs (Emerson is now filmed, appearing 3 times weekly on ABC-TV at suppertime and then repeated locally on WJZ-TV 3 times at around 11pm. Film has enabled sponsor to pick up about 50 markets, as opposed to 12 live and the remainder on kine previously). Weekly budget on this show, sans film, is about $6000. Other quarter hours like Eva Gabor & Lilli Palmer & Eloise Salutes The Stars run slightly lower per show, seen once weekly. While Stork Club runs about $5000, seen 3 times weekly, not counting amortization on cost of constructing the remote studio at the club. We The People, a half-hour pretentious show with production involving skits, an orchestra and an agency production staff, must run about $12,500 weekly. While strictly local interview shows are done from $500 to $1000 each, scaled down to a producer-packager, an assistant, an MC, amortized sets, a few props and no rehearsal.

TABLE 11 - HALF-HOUR DAYTIME VARIETY
(per week)

MC	$ 750	depends on "name value"
Announcer/Assistant	300	
Singers & Dancers	1200	Trio, or boy & girl, dance team
Music & Arrangements	1200	quartet or slightly larger
Writers	400	1 or 2
Sets & Props	400	stet set with special segments
Producer	500	
Director	250	
Production Assistant	125	
Camera Rehearsal - 1 hr daily	1250	5 hours at $250
	$6375	
15% Ad Agency Commission	1125	
TOTAL (5 days)	$7500	

TvA Minimums: As a network show, this is subject to TvA multiple performance minimums -- 3 times the one shot rate for singers(range of $110), dancers (range of $60....performers with lines $300. AFM staff musicians get about $185 wkly.

Comments: This is for a network show..... largely sold in quarter-hour segments,i.e. Garry Moore, Steve Allen, Bert Parks, etc. The Kate Smith Show is of course much more elaborate, what with a full band, Smith & Collins, a production staff of close to 10, paid guest shots that include dramatic names and vaudeville acts...with quarter-hour segments costing $3600. Local station omnibus shows like Ted Steele, Zeke Manners & the like run for several hours daily, do not have to meet TvA minimums and do not pay guests. Garry Moore, Steve Allen & others work in a theater and feature audience participation gimmicks and interviews with merchandise giveaways. The trend in daytime generally is toward a combination service-variety omnibus, with costs dropping as low as $1000 per week for the half-hour.....DuMont's audience participation game shows run lower -- Johnny Olsen's Rumpus Room costs around $2000 weekly; Dennis James' Okay Mother about $3500. Strictly service shows of course run lower (see next page).

TABLE 12 - HALF-HOUR DAYTIME SERVICE

(per week)		
MC or Femcee	$ 500	Often the Packager
Assistant (on camera)	150	
Writer/Researcher	100	
Merchandiser	100	
Staff Producer-Director	250	Commercial Fee
Set & Props	50	Demonstration material supplied
	$1150	
15% Ad Agency Commission	200	This category mostly local station
TOTAL	$1350	

Comments: Above budget is as hypotheical as any here. It is low, of course....but it takes into account the fact that these shows are mostly sold as participations, with the sponsors supplying all materials used in the demonstrations, and with all guests on a non-paying basis, including cooking, fashion (models added sometimes) etc. Actually, some of these shows run to $3500 weekly, while a Betty Crocker program, on film, is reported as high as $7500. Most of this type program are locally aired, accounting for low production costs. Also, some MC-packagers work at 1/3 of participations sold.

TABLE 13 - QUARTER-HOUR DAYTIME SERIAL

(per week)		
Cast	$3000	2 principals, 4 supptg, 10 other
Writer	750	
Producer	400	
Director	250	
Music	200	organ & records
Production Staff-Secretarial	600	Prod'n Superv. & 5 others
Sets & Props, Effects	2500	5-10 sets weekly, facilities
5 Hours Camera Rehearsal	1250	
	$8950	
15% Ad Agency Commission	1550	TvA Minimums: Multiple performances - $250 for more than 5 lines on 5 shows, scaled down to $70 for an appearance on 1 show....less than 5 lines, $50. 24 hours rehearsal included on above.
TOTAL	$10,500	

Comments: This category is veritably uncharted in TV. WOR-TV has had its Mr.&Mrs. Mystery going for some time in the evenings, but daytime TV's first daily soap opera was introduced last December via P&G's The First Hundred Year's over CBS-TV. Now a host of others are being readied, with NBC-TV set to debut Hawkins Falls($10,250 per week) & one other at about $9500 early in March. First Hundred Years, produced by Benton & Bowles, is currently estimated at $11,500 weekly.

TABLE 14 - QUARTER-HOUR CHILDREN'S SHOW

(per week)		
MC	$ 500	
Cast	1000	2 puppeteers, 1 major asst; others
Writer	150	
Sets & Props	100	Stet set plus gimmicks
Film & Musical Effects	600	$125 per day
Production Staff - Secretarial	300	
Producer	250	
Director	150	
5 Hours Camera Rehearsal	1250	$250 per day
	$4300	
15% Ad Agency Commission	700	Figured as in Table 1
TOTAL (5 days)	$5000	

Comments: For 5 Quarter Hrs - Space Cadet - $5000; Lucky Pup - $5000; Captain Video - $5000($\frac{1}{2}$ hr); Magic Cottage - $2500; Small Fry - $3500; Howdy Doody - $5000; Kukla, Fran & Ollie - $10,000($\frac{1}{2}$hr); Panhandle Pete - $6000; Average Quarter Hour is available at $1000, with several at $750 & local stations offering at $500.

TABLE 15 - HALF-HOUR CHILDREN'S SHOW

This category encompasses a variety of programs which fall into budget breakdowns already covered.....i.e. Gabby Hayes (dramatic) - $6500; Joe DiMaggio(interview, plus DiMag rights) - $5000; Gene Autry (western film) - $15,000; Smilin' Ed McConnell - $4500; Mr. I.Magination(dramatic) - $6000; Super Circus(variety) - $5000; Lone Ranger (western film) - $15,000.

TABLE 16 - ONE TO TWO-HOUR SPORTS PROGRAM

Production costs for sports remotes are fairly well determined...on a local level they can be delivered for about $2500. It is the cost for rights that is difficult to standardize. Gillette has closed a multi-million dollar deal for rights to the World Series for the next 5 years. The firm also pays a reported $150,000 for Friday night fights. Pabst reportedly pays out up to $75,000 for special championship bouts on its Wednesday night CBS-TV card, even though the firm initially acquired the rights for the whole year. Roller Derby rights are reported at $4000 per night. DuMont's Saturday Night at Madison Square Garden was offered at $3200 per half-hour. But the whole problem of Sports rights and the Sport Gate is one requiring separate analysis later in the Spring or Summer. The die is not yet cast. As for sportscasters, TvA minimums provide for Class A events (baseball, football and major boxing) at $200 per event or $550 per week of 7 events of the same sport for sportscasters. Class B (all other sports) pays $150 per event or $350 per week...while assistants in Class A get $125 per event or $350 per week, and in Class B - $100 per event or $225 per week.

TABLE 17 - FILM PROGRAMS

A separate report will be published on film programs in about a month..... hour films have been made under $25,000...half-hours run $12,500 to $15,000, often delivered to the sponsor for under $10,000 first run, where rights are retained.

NETWORK FACILITIES

Network facilities are billed on a gross basis, not commissionable, in most cases. In our budget breakdowns, we have included such charges with the sets and props ....and we have also included camera rehearsal, normally non-commissionable, under commissionable items. This apparent discrepancy can be rationalized without affecting the total budget, since we made no separate 15% markup for the network, but tried to include such markup in our estimates.

Staggering charges by the networks for such services as scenery design, construction, handling, costume finding , art work, props and furniture, painting and the like...have forced many ad agencies to either go outside to private firms for such services, or to set up their own departments, as have Benton & Bowles, with about a 20 man staff under Bill Vallee.

Stable facilities charges for staff services average about $5 per hour per working man today. Network billings for these services run up to $2500 for quality half-hour dramatic and variety programs and up to $5-6000 for hour-long shows..... Camera rehearsal facilities run $225-250 per hour, with 3 cameras, 10-man technical crew, several stagehands, an assistant director, a floor manager, mike booms, etc. being furnished. Theater studios cost $275 to $450 over rehearsal costs. Film Studio usage averages $150 per hour; dry rehearsal, $100 per hour; audio, $150 per hour..... Costume rentals average $10-15 per, and costume costs run up to $800 on big shows.... Amortization on scenery per usage is figured at 10%, art work at 10%, props at 5% of total value. One network official estimates that facilities costs will be twice as high a year from now.

ROSS REPORTS would prefer to see all costs handled more intelligently -- i.e. writers accorded a larger share of total budgets....producer & director scales in accordance with amount of creativity involved....talent fees stabilized. The resurgence of radio isn't quite shock enough to do it. Perhaps this survey will help.

----- Wally Ross

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(4) - DuM(Ch5)

8:30-9pm; DEBUT; The Armed Forces Hour, official Department of Defense public service show featuring live & film presentations of Defense activities; from WAAM Baltimore to the net; produced by the Radio & TV Branch, Office of Public Information, Department of Defense; General George C. Marshall will introduce series on first program.

3:30-4pm; DEBUT; Stars Are Born; new musical revue featuring guest dancers & singers ranging in age from 3 to 18; Pkgr - Cast-Writer- Skip Weshner Jr, Dance Productions Inc; Producer-Dave Schooler, DuM; Director - Steve Previn, DuM.

2-2:30pm; DEBUT; You're On Your Own; new title of show orig called "Calling All Acts" which was to have arrived 28 Jan; Sponsor - Cortley Frosted Foods; Agency - H.W. Fairfax; Packager - Albert Black Prods; Director - Frank Di Franco DuM.

11-11:15pm; DEBUT; The Bess Myerson Show; interview-variety with guest celebrities from show business; Bess Myerson, "Miss America of 1945" to MC; Sponsor - Lydia O'Leary Inc for Spotstik; Agency - Huber Hoge; Producer-Writer - Diane Munhall; show scheduled for 52 weeks; first guest -Eric Blore.

9:30-10pm; DEBUT; With This Ring; audience-partic show, with pre-program selected couples who have obtained marriage licenses; Producer - Charles Adams; Writer - Henry Myers; Director - Pat Fay DuM; MC - Bill Slater; Music - Lew White.

Mon(5) - ABC(Ch7)

10:30-11pm; DEBUT; It Could Happen to You; aud-part show with Bill Gwinn as MC; from Hollywood via Vitapix recording; Director - Stuart W. Phelps; Music - Rex Koury.

DuM(Ch5)

7-7:30pm Mon-Fri; CHANGE; Captain Video adds five new stations to bring total to 23 in 16 states.

WPIX(Ch11)

7:15-7:20pm Mon-Sat; DEBUT; Viz Quiz; family type quiz show to be run as a part of WPIX's "Movies at 7:15"; show to be on film with Jack McCarthy as MC; Sponsor - Busch's Kredit Jewelers; Agency - Wasser,Kay & Phillips(Pittsburgh); Prod - Lew Kay WK&P; initial cycle - 26 weeks.

Tue(6) - DuM(Ch5)

7:30-8pm; CHANGE; Our Secret Weapon--The Truth; moves to this new date and time from Sun; Producer - Dumont & Freedom House.

Wed(7) - DuM(Ch5)

9-9:30pm; CHANGE; Famous Jury Trials picks up Sponsor - National Distillers Products Corp for Italian Swiss Colony Wine; Agency - Honig & Cooper(San Francisco); Pkgr - Transamerican; Prod -John L. Clark, Trans; Dir - William Marceau DuM.

Thu(8) - NBC(Ch4)

7-7:30pm; CHANGE; Kukla, Fran & Ollie picks up Life Magazine as sponsor for the slot left open by Sealtest's withdrawal; Agency - Young & Rubicam; Tue slot still open.

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PROGRAM	NET	TIME	GUESTS
			FRIDAY FEBRUARY 2
Cavalcade of Stars	DuM	10-11	Georgia Gibbs, Art Lund, Robert Maxwell, Rolly Rolls
Eva Gabor	ABC	8-8:15	Lawrence Tibbett, Evelyn McBride
Faye Emerson	ABC	7:15-7:30	Abe Burrows, Garry Moore
Fashion Magic	CBS	3:30-4	Gladys Hall, Jesse Crawford
Hands of Mystery	DuM	9-9:30	The Third Woman; with Donald Curtis, Henry Norell, Peg Hillias, David Orrick, Ethel Everett, Sheila Bromley, Margaret O'Neill
Johnny Johnston	CBS	2:45-3	Sherry Britton
Trapped	WOR	8:30-9	Sporting Chance; with Woody Parker, Leonard Sherer, Kchast Sayers, Millicent Brower
Man Against Crime	CBS	9:30-10	Olga Baclanova, Romney Brent, Neva Patterson, Kem Dibbs, John Moore, Scott Moore, Andrew Zantho
Steve Allen Show	CBS	7-7:30	Tony Lavelli
Eloise	DuM	11-11:15	Otto Preminger
Women Talk it Over	WOR	11:30-12N	Bert Bacharach, George Samerjan
			SATURDAY FEBRUARY 3
Faith Baldwin Theater	ABC	11-11:30am	Bride from Broadway; adapted by Allen Boretz & Ruby Sully; with Nina Foch, John Harvey, Richard MacMurray, Dorothy Francis, Brook Byron, Madaline Belgard
Frank Sinatra	CBS	9-10	Jackie Gleason, June Hutton, Goode & Frank
Jack Carter	NBC	8-9	Rex Harrison, Martha Wright
Ken Murray	CBS	8-9	Eric Victor, Dave Appollon, Harold & Lola; Chester Morris, Betty Lou Walters, Tom Reynolds, Don Grusso in Main Event - by Leonard Levinson & Len Neuhauer
Sam Levenson Show	CBS	7-7:30	Milton Berle & his daughter Vicki
Say it with Acting	NBC	6:30-7	Season in the Sun vs Call Me Madam
Show of Shows	NBC	9-10:30	Dane Clark
			SUNDAY FEBRUARY 4
Arthur Murray	DuM	9-9:30	Roland Young, Emil Coleman, June Allis, Zola Maeshaules

PROGRAM	NET	TIME	GUESTS
			SUNDAY FEBRUARY 4 (Continued)
Bigelow Theater	CBS	6-6:30	Coals of Fire - by Jack Bentkover; with Carol Thurston, Dorothy Adams, Bill Erwin, Victor Kilian, Byron Foulger (TV Film)
Celebrity Time	CBS	10-10:30	Carol Lynne, Steve Allen
Colgate Comedy Time	NBC	8-9	Martin & Lewis MCs; Dick Stabile & orch, Polly Bergen
Leave ...the Girls	NBC	7-7:30	John Daly, Sarah Churchill, Barbara Frost
Philco Playhouse	NBC	9-10	Matter of Life & Death - by John & Ward Hawkins; adapted by Abram S. Ginnes; with Cloris Leachman, Pat O'Malley, John Ericson, Kathleen Comegys, Herbert Nelson, Tom Reynolds, Marion Winters, Salem Ludwig, Bartle Doyle
Showtime, USA	ABC	7:30-8	Eva Gabor, Johnny Johnston, Florence Desmond; Michael Evans & Georgana Cookson in the dance from Ring Round the Moon; John Garfield & Milred Dunnock in a scene from Peer Gynt
This is Show Biz	CBS	7:30-8	Janet Collins, Laraine Day, Ramon Vinay, Morey Amsterdam
Toast of the Town	CBS	8-9	Russell Nype, Margot Fonteyn, Nancy Walker, Jane Morgan, Skeets Minton, Bobby Van, Renald & Rudy
Paul Whiteman	ABC	7-7:30	Frances Langford
Sheilah Graham	NBC	11:15-11:30	Margaret O'Brien (TV Film)
Who Said That	NBC	10:30-11	Leo Durocher, Laraine Day, Red Smith
			MONDAY FEBRUARY 5
At Home	CBS	11-11:15	Helena Bliss
Faye Emerson	ABC	7:15-7:30	Betty Smith, Annie Laurie Williams
Hwood Screen Test	ABC	7:30-8	Conrad Nagel, lead; Logan Field & Patricia Breslin, tests
Kate Smith	NBC	4-5	Walter Abel, Vinton Hayworth
Lights Out	NBC	9-9:30	The House of Dust - by A.J. Russell; with Nina Foch, Anthony Quinn
Musical Comedy Time	NBC	9:30-10:30	Mademoiselle Modiste - by Victor Herbert; adapt by Alexander Kirkland; with Marguerite Piazza, Fritzi Scheff, Brian Sullivan, Frank McHugh, Mary Boland, Melville Cooper
Lux Video Theater	CBS	8-8:30	The Choir Rehearsal - by Claire Kummer; with Martha Scott, Robert Sterling, Enid Markey, Parker Fenelly, Thomas Heaphy, Robert Le Sueur

PROGRAM	NET TIME	GUESTS

MONDAY FEBRUARY 5(Continued)

Steve Allen	CBS 7pm	Hazel Scott, Lina Romay
Studio One	CBS 10pm	The Target - by Rita Weiman; adapted by Betty Loring; with Henry Daniell, Beatrice Straight, Sidney Smith, Eileen Heckert, Basil Howe, Deidre Owens
Talent Scouts	CBS 8:30	Bert Taylor, Marion Farina, Kitty Crawford, Jerry Shard Trio
Voice of Firestone	NBC 8:30	Jane Froman
Whats My Name	NBC 8pm	Jerry Lester MC's for Paul Winchell

TUESDAY FEBRUARY 6

Armstrong Theater	NBC 9:30	Superhighway - by Jerome Ross & James Garvin; with Ed Begley, John Hamilton, Allan Stevenson, Richard Carlyle, Richard Bishop, Jim Drum, Gerald Milton
Billy Rose Show	ABC 9pm	Flowers for Millie - by Joseph Cochran; adapted by Thomas Coley & William Roerick; with Pamela Rivers, Murray Hamilton, Ludwig Donath
Caval. of Bands	DuM 9pm	Charlie Barnett & orch, Gary Morton, Tip,Tap & Toe, Martels & Mignon
Danger	CBS 10pm	Ask Me Another - by Frank Gruber; adapted by Sheldon Reynolds; with Wally Cox, Philip Leeds, Barbara Baxley, Robert Simon, John Becher, Fred Stewart, H. Neslo
Fireside Theater	NBC 9pm	Hottest Day of the Year - by Frank Wisbar; with James Anderson, Sheilah Watson, Carol Matthews, Guy Kingsford, Bob Stevenson, Charlene Hardey, Struther Martin
Johnny Johnston	CBS 2:45	Betsey Von Furstenberg
Kate Smith	NBC 4pm	Benny Fields, Elisworth Raymond
Margaret Arlen	CBS 11:15am	Nadine Connor, Toni Owen
Star Time	DuM 10pm	Elsa & Waldo, Harry Belafonte & The Belafonte Singers
Steve Allen	CBS 7pm	Myra Kingsley, astrologer
Stork Club	CBS 7:45	Lanny Ross, Capt Walter Karig, USN
Success Story	ABC 2:15	Mrs Betsy Blackwell, editor of Mademoiselle Magazine
Suspense	CBS 9:30	Night Break - by E. Jack Newman & Arthur Ross; adapted by Max Ehrlich; with Martin Brooks, Anne Marno, Truman Smith, Jane Seymour, E.G. Marshall,Jack Allen
Sure As Fate	CBS 8pm	The Devil Takes A Bride - by Joe Bates Smith & Max Ehrlich; with Judith Evelyn, Lawrence Fletcher, Leslie Nielson, Morton Stevens, Elaine Ellis, Lester Lonergan, Pat Gaye, Charles Mendick, Richard Morningstar

TUESDAY FEBRUARY 6(Continued)

Texaco Star Thtr	NBC 8pm	Toni Arden, The Deep River Boys

WEDNESDAY FEBRUARY 7

Four Star Revue	NBC 8pm	Ed Wynn MC, Milton Cross, Eric Victor, Lorraine Rognan, Ann Jeffreys, Richard Himber, Will Mahoney, Sid Marion & the Marvels
Fam. Jury Trials	DuM 9pm	William Keene, John Shay, Pat Shay, Jason Johnson, Kirk Brown, Phil Schuyler
Garry Moore	CBS 1:30	Faye Emerson, Buster Keaton
Johnny Johnston	CBS 2:45	Ken Murray
Kate Smith	NBC 4pm	Gloria Gilbert, Slam Stewart Trio, Anthony,Allyn & Hodges
Kraft Theater	NBC 9pm	The Glass Mountain - by Bruce Kimes; adapted by R. Howard Lindsay; with Blanche Yurka, Pat Wheel, Robert Pastene, Mabel Paige, John Stephen, Bell Flower
Margaret Arlen	CBS 11:15am	Harold Riley, Sarah Palfrey
Plainclothesman	DuM 9:30	The Killer of the Dying; with Pat Sully, Harry Tyler, Dick Shanland, Ed Latimer, Kate McComb
Somerset Maugham	CBS 9pm	Romantic Young Lady - adapted by Theodore & Mathilde Ferro; with Joan Chandler, Art Smith, Fred Stewart, Pat Peardon, Don Keefer, Ethel Everett, Bill Beach, Ethel Remy, Nell Harrison, Clyde North, Jon Fletcher
The Web	CBS 9:30	The Wallet - orig & adapt by Joseph Hayes; with Joey Walsh, Joseph Derida, John Marley, Walter Cartwright, Edwin Bruce, Natalie Priest, Herbert Nelson, Harry M. Cooke

THURSDAY FEBRUARY 8

Alan Young	CBS 9pm	Gloria De Haven, Franklyn Pangborn, Tom Mahoney, Ilene Woods, The Mellomen
Ford Star Revue	NBC 9pm	Robert Cummings, Steve Condos & Jerry Brandow
Big Town	CBS 9:30	Dark Window - by Alvin Boretz; with Reba Tassell, Donald Buka, John McGovern
Holiday Hotel	ABC 9pm	Bambi Linn, Rod Alexander
Johnny Johnston	CBS 2:45	Jan Murray
Kate Smith	NBC 4pm	Bruce Stevens, Lathrop & Lee
Lilli Palmer	CBS 6:45	Alexandra Orme, author of "Comes the Comrade"
Nash Airflyte	CBS 10:30	Peggy - by Rachel Crothers; with Joan Bennett, Katherine Alexander, Bramwell Fletcher, Romney Brent, Edith Atwater, Adelaide Bean

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THURSDAY FEBRUARY 8(Continued)

Martin Kane	NBC 10pm	Constance Dowling, Nina Talbot, Jean Bartel, Beverly Whitney, Joel Ashley, Riza Royce
Starlight Thtr	CBS 8pm	Julie - by John Taintor Foote; adapted by Hy Kraft; with Eve Arden, Philip Bourneuf, Leo Penn, Joan Creears, Billy Sands
Success Story	ABC 2:15	Priscilla Kent, Don Cherry

FRIDAY FEBRUARY 9

The Clock	NBC 9:30	Runaway - by A.J. Russell; with Peter Cappell, Adelaide Klein, Louis Sorin, Martin Newman, John Drew Colt
Cav. of Stars	DuM 10pm	Igor Gorin, Florence Desmond, Maureen Cannon
Ford Theater	CBS 9pm	Spring Again - by Isabel Leighton & Bertram Bloch; with Walter Hampden, Dorothy Gish, Haila Stoddard, Pat Peardon, Ernest Rowan, Joseph Boland, Robert Lieb, Harry Townes, Strantton Walling
Eloise	DuM 11pm	Skippy Homeier
Garry Moore	CBS 1:30	Otto Preminger
Kate Smith	NBC 4pm	Russell Nype
Margaret Arlen	CBS 11:15am	John K.M. McCaffrey, Nancy Walker
Penthouse Party	ABC 8:30	Rosalee Allen, Irra Petina, Harry Hershfield
Pulitzer Playhse	ABC 9pm	Broken Dishes - by Martin Flavin; adapted by Edward Eliscu; with James Dunn, Robert Stack, Marcia Henderson, Betty Garde; Director this week - William H. Brown Jr.
Star of th Fam.	CBS 10pm	Katherine Lee, Deep River Boys, Dell & Abbott
Twenty Questions	WOR 8pm	Jean Parker

LAST WEEK'S CHANGES,DEPARTURES (Not Carried Last Week)

CBS - We Take Yor Word Tue 10:30-11pm Net only went off simulcast to rad only -30 Jan.

DuM - The Jack Eigen Show - moved from 10:30-10:45pm Wed to 11-11:15pm same day-31 Jan

FUTURES

Feb 25 - CBS -- Household Finance to discontinue as sponsor of People's Platform; Sun 5:30-6pm; show to continue sustaining same time same day.

Feb 27 - ABC -- Red Cross Mobilization Rally from Madison Square Garden; 10:30-11pm; show to present President Truman's Annual Message launching the Red Cross Drive; guests include Bing Crosby, Bob Hope, Judy Garland.

Mar 4 - ABC -- C.A. Swanson &Son to sponsor 6:30-7 slot on Ted Mack Family Hour; Sun 6-7pm; Agency - Tatham-Laird; on 25 Mar Swanson will alternate weeks with General Mills who purchased time thru same agency.

Mar 25 - NBC -- Special Easter Parade Show; 12-1pm; featuring Faye Emerson & Skitch Henderson; Sponsor - Samson Hosiery; Agency - Dorland; Prod - Bill Garden NBC.

June - CBS -- Amos 'n' Andy to debut on TV via film from Hwood; Sponsor - Blatz; Agency -Weintraub; date & Production staff not yet set.

Ross Reports

WEEK OF
FEB 4 - 11, 1951

TALENT LOCATOR SERVICE

IN TOWN & AVAILABLE FOR GUEST SHOTS

MILDRED BAILEY, "Rockin' Chair" singer; AGT: Oscar Cohen, Assoc Bkng

MONTY BANKS JR., son of famous Monty Banks avail drama - PRESS: Earl S. Peed

JANET BEECHER - avail TV; NO AGT

ED BEGLEY, film-legit char actor - CONTACT Martin Begley, NBC

JENNIFER BUNKER, "Wendy" of "Peter Pan"; AGT: Henry Guettel, Gale Agcy

JEROME COWAN - AGT: Martin Goodman

VIC DAMONE - PRESS: Howard Weissman

FRANCESKA GAAL, film actress avail TV, legit - AGT: Jane Broder

BYRON JANIS, young concert pianist - avail radio intvw only; PRESS: Alfred Katz

ADELE JERGENS, film actress-dancer - avail TV vty, drama; PERS REP: Leo Pillot

JAY JOSTYN, "Mr. District Attorney" - avail TV; AGT: Martin Goodman

BETTY & JANE KEAN, currently at the Copa; avail TV in several wks - MGR: Gabbe, Lutz & Heller, CI 5-7998

EVELYN KELLER, original "Monica" of "The Medium" - PRESS: Larry Penzell, Muriel Francis Office

GUY LEBOW, sportscaster-commentator - intvw; PRESS: George Schreier, Sid Ascher Assoc.

LENI LYNN, singer on Hal Tunis Show - can do other TV; CONTACT DIRECT CI 6-5313

CATHY MASTICE, Victor records - avail TV, radio; PRESS: Sid Ascher Assoc.

MABEL PAIGE, char actress ("Two Blind Mice") - AGT: Milt Goldman, P. Small

BIG NAME ENTERTAINERS, CLERGYMEN, MOTION PICTURE EXECUTIVES, EDUCATORS, INDUSTRY & GOVERNMENT LEADERS avail tie-in appearances to plug Brotherhood Week, Feb 18 to Feb 25 - CONTACT: Willard Johnson, National Conference of Christians & Jews, MU 9-4720

WYNN RAYDURE, new singing discovery - avail TV; AGT: Irving Squires

IRENE RICH - AGT: Jack Lawrence, ATC

SALICI PUPPETS - avail evening & children TV show; AGT: Noel Wesley

HENRY L. SCOTT, comedy concert pianist - here from cross-country one-man show tour; AGT: Sam Wren, Liebling-Wood

H. ALLEN SMITH, humorist-author; CONTACT: Louise Thomas, Doubleday

(Continued next column)

COMING TO TOWN FOR GUEST SHOTS

JACKIE COOPER - from "Mr. Roberts" & European vacation in several weeks

BUSTER CRABBE, on coast but avail NY TV; AGT: Oscar Cohen, Assoc. Bkng

ROBERT CUMMINGS - returns from Hwood Feb 21 AGT: Martin Goodman

DR. RUDOLF DREIQURS, psychiatrist, Feb 15 for Conference On Group Psychotherapy & Psychodrama; avail limited intvws - REP: Harmony Frey, Duell Sloan & Pearce

EVELYN KNIGHT - from Chicago Feb 20; PRESS: Sid Ascher Assoc

ALICIA MARKOVA & ANTON DOLIN not exp from Eng before Fall; PRESS: Alfred Katz

ROBERT NEWTON from Eng several weeks; AGT: Jack Lawrence, Agts TV Corp

ALLEN ROBERTS, songwriter-lyricist ("Put The Blame On Mame") from Hwd Feb 14; intvw - PERS REP: Leo Pillot JU 6-3542

IN TOWN & AVAILABLE cont.

SHIRLEY BALLARD, film starlet "Petty Girl" CONTACT: Al Tamarin, United Artists

LEONARD SMITH, cornetist - avail vty; AGT: Wayne Lewis, PL 7-0896

TRINI & MANOLA, top Flamenco team current Havana Madrid - avail in 3 wks; AGT: Marty Baum, Baum-Newborn BR 9-6377

DENNY VAUGHAN, singer-pianist-arranger-conductor, currently Peter & Mary Show - avail outside TV; MGR: Paula Dugart MU 9-3100

RICHARD WARING - avail TV drama; AGT: Mrs. Head, John Gibbs Agcy

LEE WILEY, singer Col. records; AGT: Oscar Cohen, Assoc Bkng

STAR OF THE WEEK --- RAY BOLGER

"WHERE'S CHARLEY" return engagement, Mon Jan 29, St. James Theater. 4 wks only Hawkins, Tele: Saucy, gay, gentle as ever. Ray Bolger a great dancer, the greatest the theater has. Rice, Post: Bolger is at his peak. Rich, new business has been added and his timing couldn't be more sharp, sure and clean. He'll never be better. Coleman, Mirror: You'll find Bolger working just as hard at the end of a year's run as on an opening night. As spick and span as it was at the premiere. Variety: Although manifestly impossible, the star seems better than ever. NY Times: A festive occasion. As fresh as it was the first night the curtain went up. PRESS: Karl Bernstein, CI 6-0427

CRITICS' BOXSCORE

"PEER GYNT" - ANTA playhouse, Sun Jan 28. Paul Green adapt of Ibsen classic; dir: Lee Strasberg; sets: Donald Oenslager; costumes: Rose Bogdanoff; stars John Garfield, with Mildred Dunnock, Karl Malden, Sono Osato, others. Reception - 2 yes, 4 no, 2 so-so.

ATKINSON, Times: Lifeless.Hardly more than a cultural ritual performed inside Mr. Oenslager's ingenious and imposing scenery. Garfield winningly sincere, literal and casual, and completely lacking in poetic animation. Direction unimaginative, choreography not much freer or lighter.

BARNES, Trib: Has great style, pace and acting flourish. Garfield in a brilliantly modulated piece of acting.

CHAPMAN, News: Large and capable company. Should have an air of innocence and wonderment...seems more like a weekend with Errol Flynn than it is like a morality drama.

COLEMAN, Mirror: Stunning pictorially, little to reward the ears. Pedestrian directio

HAWKINS, Tele: Vivid. Paul Green's new version plays easily.

McCLAIN, Journal: You've got to like Ibsen a lot and you've got to be a big Garfield fan.

POLLOCK, Compass: A pleasing if leisurely affair.

WATTS, Post: Represents an effective job of theatrical craftsmanship. Nevertheless only mildly and intermittently interesting.

WARD MOREHOUSE: Provides a fairly dreary evening; Donald Oenslager wins cheers.

TALENT TIPS

WRIGHT KING, GORDON MILLS (Equity Library prod of "Road to Rome") - Some fine actors take over the show. Two are exceptionally outstanding, Gordon Mills ("Present Laughter" on Bway. EL 5-7508) and Wright King ("Young Collector" of Bway & film version of "Streetcar Named Desire"; AGT: Lucy Kroll), both of whom do superior jobs. McDonald, BILLBOARD

ALFRED WALLACE - "The Story of John Peter Zengler", Studio One, CBS-TV - Gave oneof the most touching performances I've ever seen on television. VAN HORNE

TONI BARI - tenor at the Havana Madrid - "Tops in town" KILGALLEN

CAPSULE REVIEWS

JACK BENNY (Sun, Jan 28, CBS-TV) -- Half-hour went so fast it seemed like 15 minutes. Went along as if the world's most publicized skinflint has been at the TV cameras all his life. Rochester did wonderfully, as usual. (O'Brian, Journal)..... Barely got off the ground. The durable-as-iron radio star seemed a bit tense before the cameras. (Van Horne, Tele).....Brisker and more verve than the initial venture. Rochester's personality before the cameras entirely lacking in the softness that is a requisite of good visual comedy. (Gross, News).....How many times can you be funny talking about your age, habits of thrift, and your wife's extravagance. (Radio Daily)

DENISE DARCEL (Cotillion Room, Pierre) -- She is no great shakes as a singer - nor too comical in the joke-making department - but she projects personality, robust health, and sex to a point where lack of the talents mentioned are inconsequential. (Sobol, Journal)

STEVE ALLEN (CBS-TV Talent Scouts) -- His personality has elements of Ralph Edwards, Dave Garroway & Morgan, the basset hound...likeable sort (Van Horne)

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(11) - NBC(Ch4) 3-4pm; HIGHLIGHT; NBC Opera presents Gianni Schicchi by Giacomo Puccini; Producer - Samuel Chotzinoff NBC; Director - Charles Polacheck NBC; Musical Director - Peter Herman Adler; (See Talent Showsheet,page 3, for complete cast).

Mon(12) - CBS(Ch2) 2:45-3:30pm Mon,Wed,Fri; 2:45-3:15pm Tue,Thu; DEBUT; Winner Take All; TV version of the radio show with Barry Gray as MC, Betty Jane Watson, Jerry Austin, Howard Malone; Producer - Goodson-Todman & CBS; Director - Frances Buss CBS; Musical Director - Bernard Leighton.

ABC(Ch7) 4:45-5pm Mon-Fri; DEBUT; Al Gannaway's Half-Pint Party; juvenile variety show with a daily panel of kids chosen to model, display and talk about kid fashions, toys, games,music etc; Sponsor(Wed&Fri) - Sam Smith Shoe Co; Agency - Dancer-Fitzgerald -Sample; Producer - Al Gannaway; Assoc Producer - Charles McGregor; Director - Seymour Robbie ABC; Games & Ideas - Carl Jampel & Derry Falligant.

WOR(Ch9) 11-11:15pm Mon-Sat; DEBUT; John Wingate & the News; WOR adds new series of late evening news programs; Wingate to continue newscasts 6:45-7pm Mon-Fri & 7:30-7:45pm Sun; Dick McCutchen to assume the 12-12:15pm Mon-Fri.

Wed(14) - CBS(Ch2) 10pm; HIGHLIGHT; Middleweight Championship Bout between Ray Robinson & Jake La Motta; from Chicago to the CBS net; Sponsor - Pabst Blue Ribbon Beer; Agency - Warwick & Legler; Commentary - Russ Hodges & Ted Husing.

Thu(15) - NBC(Ch4) 8:30-9pm; CHANGE; Peter & Mary Show; with Peter Lind Hayes & Mary Healy; Sponsor - Borden's changes from Kenyon & Eckhardt to Doherty, Clifford & Shenfield; new production staff as follows: Producer - Eddie Pola, Doh'y,Cliff&Shen; Casting - Jack Green at MCA, 598 Madison.

Sat(17) - PIX(Ch11) 11-11:30am; DEBUT; Treasure Hunt With Captain Boots 'n Gus; kid giveaway show with Paul King as Captain Boots; Sponsor - Friedman-Shelby Shoe Co. for Red Goose Shoes; Agency - Pkgr - William Wilbur; Producer - Robert Kirschbaum; Director - Jack Flynn WPIX.

FUTURES

Feb 18 - PIX -- 6-6:30pm; Opera Cameos; new live music show with stars of the Metropolitan Opera and other companies to appear with special costuming & production effects; Sponsor - Progresso Brand Quality Foods; Agency - Carlo Vinti; Producer - Carlo Vinti; Director - Lou Ames WPIX; MC - Robert Bagar; Announcer - David Ross; Musical Director - Salvatore Dell' Isola; contract for 13 weeks.

Mar 1 - ABC -- Cluett, Peabody & Co to pick up alt weeks on Holiday Hotel; ABC Thu 9-9:30pm; Packard Motors to switch from weekly sponsorship on show Agency for both - Young & Rubicam.

PROGRAM	NET TIME	GUESTS
		FRIDAY FEBRUARY 9
Eva Gabor	ABC 8pm	Charlotte Thompson, Margaret Weldon of the Red Cross
Fashion Magic	CBS 3:30	Joseph Schildkraut, Louise Carlyle, Jo Copeland
Faye Emerson	ABC 7:15	John Gielgud, Pamela Brown
Sports Whirl	WOR 7:05	Chuck Dressen, manager of the Brooklyn Dodgers
Hands of Mystery	DuM 9pm	The Green Ruby; with Melville Ruick, Jim Boles, James Nolan, Elspeth Hoffman
Man Against Crime	CBS 8:30	Helen Gillette, John Kane, Helen Waren, Charles Jordan, Marion Russell, William Neil, Charles Campbell
Trapped	WOR 8:30	Not Dead Enough; with Allan Frank, Jan Owen, Michael Prince, Roxane Guillaume
We, the People	NBC 8:30	William L. Laurence of the New York Times, Buddy Rich
		SATURDAY FEBRUARY 10
Frank Sinatra	CBS 9pm	Barbara Britton, Jack Goode & Ollie Frank, Joe Jackson Jr, The Heathertones
Jack Carter	NBC 8pm	Constance Bennett
Ken Murray	CBS 8pm	John Carradine, Florian Zabach, Lola Albright, Russ Emery, Gene Austin, Mary Raye & Naldi
Sam Levenson	CBS 7pm	Faye Emerson & her son Scoop
Sheilah Graham	NBC 11:15	Vincent Price (Film from Hollywood)
Victor Borge	NBC 7pm	Jane Morgan
Your Show of Shows	NBC 9pm	Sarah Churchill
		SUNDAY FEBRUARY 11
Arthur Murray	DuM 9pm	Mary Raye & Naldi, Ken Whitmer, Bill Norvas & the Upstarts
Bigelow Theater	CBS 6pm	Agent From Scotland Yard - by Stephen Longstreet; with Lynn Bari, Patrick Knowles, Alan Mowbray
Celebrity Time	CBS 10	Sarah Churchill, Reginald Gardiner
Colgate Comedy	NBC 8pm	Spike Jones & his City Slickers, Gail Robbins
Leave it ..Girls	NBC 7pm	Ken Murray, Mrs. John Crosby, Florence Pritchett
Paul Whiteman	ABC 7pm	Evelyn Knight

SUNDAY FEBRUARY 11(Continued)

NBC Opera	NBC 3pm	Gianni Schicchi - by Giacomo Puccini; adapted by Townsend Brewster; with Ralph Herbert, Virginia Haskins, Robert Marshall, Jean Handzlick, Kenneth Smith, Paul Ukena, Jean Carlton, Hubert Norville, Lizabeth Pritchett, Robert Goss, Emile Renan, Lloyd Harris, William Maun, Robert Holland, Chris Barbery, Louis Gilbert
Philco Playhouse	NBC 9pm	Kitty Doone - by Aben Kandel; adapted by Joan Crowley; with Valerie Bettis, Edmon Ryan, Brandon Peters, Viola Roche, David White, Russell Dennis, Nina Varela
Showtime, USA	ABC 7:30	Raymond Massey, Celeste Holm, Jean Sablon, Mata & Hari
This is Show Biz	CBS 7:30	Constance Bennett, Yvette, Florence Desmond, Earl Barton
Toast of the Town	CBS 8pm	Dick Haymes, Smith & Dale, Judith Anderson, The Maxwells
Who Said That	NBC 10:30	Elsa Maxwell, Al Capp, H.V. Kaltenborn

MONDAY FEBRUARY 12

At Home	CBS 11	Betty Jane Watson
Faye Emerson	ABC 7:15	Alice Pearce, Peter Donald
Garry Moore	CBS 1:30	Milbourne Christopher, magician
Hwood Screen Test	ABC 7:30	Signe Hasso, lead; William Roerick & Joseph Helgesen,tests
Kate Smith	NBC 4pm	Ella Raines, The Piero Brothers
Lights Out	NBC 9pm	Curtain Call - by Frank Daly; with Otto Kruger, Alan Bunce, Elinor Randel, Frank Daly
Lucky Strike Thtr	NBC 9:30	A Star is Born; adapted by Alvin Sapinsley; with Conrad Nagel, Kathleen Crowley, Howard St. John, George Petrie, Harry Sheppard, Nelson Olmstead, William Bush, Rosemary Murphy, Blake Ritter, Drummond Erskine
Lux Video Thtr	CBS 8pm	Abe Lincoln in Illinois - by Robert Sherwood; with Raymond Massey, Muriel Kirkland, Frank Tweddell, Calvin Thomas, Walter Davis, Reynolds Evans, Joe Foley, Leopold Bodia, Ed Cullen Bruce Gordon, Douglas Gregory
Perry Como	CBS 7:45	Teresa Brewer
Studio One	CBS 10	None But My Foe - by David Duncan; adapted by Worthington Miner; with John Forsythe, June Dayton, Howard Freeman, Don Dickinson, Robert Wark, Ethel Everett, Alan Devitt, David Opatoshu, Wells Richardson, Gordon Clarke, Ray Van Sickle
Steve Allen	CBS 7pm	Rose Murphy
Talent Scouts	CBS 8:30	Ray Caruso, Lillian Lux, The Ramblers, George & Adelaide Robbins
Vanity Fair	CBS 4:30	Harold Russell, Natl Commander of Amvets

Voice of Firestone	NBC 8:30	Lauritz Melchior
Women Talk it Over	WOR 11:30	Ingrid Loewenstein, Peter Leavy, Irene Kittle Kamp, all of Seventeen Magazine

TUESDAY FEBRUARY 13

Armstrong Theater	NBC 9:30	A Different World - by Muffet Peter & Leslie Scott; with Joan Chandler, Tom Avera, Dorothy Frances, Harry Mehaffey, Jonathan Harris, Vilma Kurer, Edwin Jerome
Barbara Welles	WOR 10am	Dorothy Lewis of UN Radio, Byron Price, Asst Secretary-General of UN (Mrs Lewis subs for Barbara Welles)
Billy Rose Show	ABC 9pm	My Aunt Freda's Love Affair; adapted by Edward Chodorov; with Ludwig Donath, Jenny Goldstein, Burt Hanlon, Nancy Pollack
Cavalcade of Bands	DuM 9pm	Buddy Rogers MC, Gene Krupa & band, Jackie Gleason, Frank Sinatra
Danger	CBS 10pm	The Net Draws Tighter - by Walter C. Brown; adapted by Milton Geiger; with E.G. Marshall, Bobby Santon, Ann Lincoln, Wright King, Richard Robbins
Fireside Theater	NBC 9pm	Substance of His House - by Brenda Weisberg; adapted by David V. Robison; with Jimmy Hickman, Lillian Albertson, Jack Daly, Dabbs Greer, Pat O'Moore, Frank Hilliard, Art Millan, Walter McGrail
Garry Moore	CBS 1:30	Harry Hershfield
Kate Smith	NBC 4pm	Freddy Martin & orch, Col. K.A. Towle of Women Marines
Margaret Arlen	CBS 11:15am	Alice Marble, Clarence Barnhart
Star Time	DuM 10pm	Mack Triplets, Shaw & Lee, Boliana Ivanko Four
Stork Club	CBS 7:45	Tex & Jinx, Peggy Wood, Vinton Freedley, Alice Marble
Steve Allen	CBS 7pm	Toni Arden
Success Story	ABC 2:15	Hazel Bishop
Suspense	CBS 9:30	Double Entry - by Alvin Sapinsley; with Robert Emhardt, Virginia Gilmore, Sid Arnus, Julian Noa, Royal Dano
Prudential Playhouse	CBS 8pm	Berkely Square - by John Balderston; adapted by David Shaw; with Richard Greene, Grace Kelly, Augusta Dabney, Michael McAloney, Rosalind Ivan, Mary Scott, Don McHenry, Richard Ahearne, Cele McLaughlin
Texaco Star Thtr	NBC 8pm	Dennis O'Keefe, Dean Murphy, The Ames Brothers
Vanity Fair	CBS 4:30	Mr & Mrs Felix Knight

WEDNESDAY FEBRUARY 14

Four Star Revue	NBC 8pm	Jack Carson MC, Jack LaRue, Jack Norton, Jack Gilford, Lola Albright, Billy Sands, The Honey Brothers, The Pastels Sweeney & March
Fam. Jury Trials	DuM 9pm	William Keene, Jack Shay, Jason Johnson, Pat Shay, Carl Low, Anita Bohen, Phil Schuyler
Kate Smith	NBC 4pm	Saul Grauman Trio
Kraft Theater	NBC 9pm	Engaged - by W.S. Gilbert; adapted by R. Howard Lindsay; with Louis Edmonds, Jean Gillespie, Elizabeth Ross, Dan Morgan, Pat Englund, Ethel Remey, Lloyd Bochner
Margaret Arlen	CBS 11:15am	Sono Osato, Edgar Scott
Plainclothesman	DuM 9:30	Death Hunt - by Bill Ballard & Bob Steward; with Hal Neiman, Edith Durstin, Raoul De Leon, William Mendick, George Haggerty, Eugene Ruyman
Somerset Maugham	CBS 9pm	The Dream - from an idea by Martin Ritt; adapted by Thomas Phipps; with Joan Bennett, Francis Lederer, Muriel Hutchison
Vanity Fair	CBS 4:30	Burgess Meredith
The Web	CBS 9:30	Thread of Life - by Will Oursler; adapted by Ellis Marcus; with Meg Mundy, Herbert Rudley, Howard Wierum, John Shellie, Virginia Downing, Marion Novel, Frieda Altman, Mike McGowan

THURSDAY FEBRUARY 15

Alan Young	CBS 9pm	Mercedes McCambridge, Charles Coburn, Ilene Woods
Big Town	CBS 9:30	The Overcoat - by Alvin Boretz; with Frank Maxwell, Nan MacFarland, James Boles, Jack Riley, Arne Freeman
Ford Star Revue	NBC 9pm	Paul & Grace Hartman, "Sugar Chile" Robinson
Garry Moore	CBS 1:30	Wally Cox
Holiday Hotel	ABC 9pm	Jane Froman
Kate Smith	NBC 4pm	Luboshutz & Menenoff, Lloyd & Susan Willis
Lilli Palmer	CBS 6:45	Katina Paxinou
Margaret Arlen	CBS 11:15am	Marjorie Lawrence
Nash Airflyte	CBS 10:30	Pearls Are A Nuisance - by Raymond Chandler; adapted by Jerry Marvin; with Dane Clark, Lionel Stander, Constance Dowling, Ed Harvey, Arnold Schulman, Lou Polan, Eugene Ruyman
Martin Kane	NBC 10pm	Harold Stone, Brook Byron, Jimmy Sheridan, Joel Ashley, Jimmy Little, Treva Frazee
Success Story	ABC 2:15	David Kay, Betty Betz

FRIDAY FEBRUARY 16

Big Story	NBC 9:30	Ben Irving, Clement Fowler, Gladys Thornton, James Bender, John Sylvester, Peter Fernandez, Graham Denton
Eloise	DuM 11pm	Anne Revere
Faye Emerson	ABC 7:15	Claudia Pinza, Al Siegal, Mitchell Miller
Garry Moore	CBS 1:30	Lucille Watson
Margaret Arlen	CBS 11:15	W.H. Auden, Edith Ramsey
Penthouse Party	ABC 8:30	Arthur Treacher, Sylvia Fine, Tony Lavelli, Carol Knight
Pulitzer Playhse	ABC 9pm	Mary of Scotland - by Maxwell Anderson; adapted by Lawrence Hazard; with Helen Hayes, John Emery, Mildred Natwick, Anthony Kemble Cooper, Richard Warlock, Chester Stratton, Romney Brent, Berry Kroeger
Star of the Fam.	CBS 10pm	Jack Carter, Georgia Gibbs, Chandra Kaly Dancers
Steve Allen	CBS 7pm	Abe Burrows substitutes for Steve Allen
Twenty Questions	WOR 8pm	Victor Borge

FUTURES(Continued)

Mar 1 - NBC -- Colgate to sponsor new daytime dramatic serial, starring Susan Peters; 3-3:15pm Mon,Wed,Fri; show to be done from WPTZ Philadelphia; Agency - William Esty.

Mar 8 - NBC -- Lever Brothers picks up Hawkins Falls daytime dramatic serial; 5-5:15pm Mon-Fri; show to be done from WNBQ Chicago.

Mar 11- ABC -- Pets & Pals Animal Fair; 4:30-5pm Sun from ABC to the net; new show on which kids will present their pets who will perform tricks; Sponsor - Ralston; Agency - Gardner; Packager - Masterson, Reddy & Nelson.

INDEFINITE FUTURES

CBS Garden of Eve; daytime dramatic serial planned by Jerry Horwin CBS; Producer-Jerry Danzig CBS; Director - Sidney Lumet CBS; Writer - Manya Starr.

ABC New March of Time weekly documentary series planned with John Daly as MC; through Pedlar & Ryan.

CBS Jack Benny Show; the two remaining shows this season will be done via kinescope from the coast.

CBS Program shift scheduled for April with Charlie Wild to go weekly 9pm Wed; Somerset Maugham Theater to move to Sat 7:30-8pm; Live Like A Millionaire to move up to the 9-9:30pm slot on alt Fri; Songs For Sale to be moved to a new time not yet set & a new show to move into the 9:30-10pm alt Fri slot

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DEADLINE FOR INFORMATION FOR THIS REPORT IS NOON ON FRIDAYS

Ross Reports
ON TELEVISION PROGRAMMING

Network & NYC - PROGRAM CONTACTS FOR TALENT & PUBLICITY SHOTS - As of Feb 15, 1951

This list is of particular interest to our Agent, Publicity & Promotion subscribers. It includes all current shows which use either paid performing talent or publicity guests. Publicity shots for talent & merchandise are specifically indicated.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
DRAMATIC PROGRAMS		
Armstrong Circle Theater 9:30pm Tue NBC	Hudson Faussett NBC	Martin Begley NBC - featured players; uses no names; Scripts - Ed Roberts BBD&O
Big Story 9:30pm alt Fri NBC	Bernard Prockter	Ann Howard at Prockter Prod'ns, 221 W 57 use featured players - no names.(Show to go weekly same day same time in March).
Big Town 9:30 Thu CBS	David Rich CBS	Mike Mead at CBS, 25 Vanderbilt - uses supporting players to 2 regulars
Billy Rose Show 9pm Tue ABC	Jed Harris 1697 Bway	Robert Milford at MCA, 598 Madison - uses stars with supporting players.
Charlie Wild 9pm alt Fri CBS	Walter Tibbals BBD&O	Carlo DiAngelo at Larry White Office - 1 E 48 - uses supporting players.
The Clock 9:30pm alt Fri NBC	Herbert Swope NBC	Bill Kaufman at NBC - featured players, no names; Scripts - H. Philip Minis NBC.
Danger 10pm Tue CBS	Charles Russell CBS	Robert Fryer at CBS, 25 Vanderbilt - uses stars with supporting players; Scripts - Jerry Horwin CBS.
Ellery Queen 9pm Thu DuM	Norman & Irving Pincus	N & I Pincus, 1697 Bway - use regular cast & supporting players.
Faith Baldwin Theater 11am alt Sat ABC	Barry & Enright	Barry&Enright(104 E 40) & Charlie Powers ABC - Bway & Hwood names with supports.
Famous Jury Trials 9pm Wed DuM	John L. Clark Transamerican	Sean Dillon at Transamerican, 1 E 54 - uses featured players, no names.
Ford Theater 9pm alt Fri CBS	Garth Montgomery K&E	Marion Robertson at Kenyon & Eckhardt, 247 Park - uses stars with supporting cast; Scripts - Lois Jacoby K&E.

DRAMATIC PROGRAMS(Continued)

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
Gabby Hayes Show 5pm Sun NBC	Vincent Donehue NBC	Vincent Donehue - uses supporting players for dramatic sequences.
Hands Of Mystery 9pm Fri DuM	Pat Fay DuM	Elizabeth Mears at DuM - uses featured players, no names.
I Cover Times Square 12:30pm Sat ABC	Harold Huber 145 W 58	Pat Walker at Wm Morris, 1270 Sixth - uses featured players, no names.
Kraft Theater 9pm Wed NBC	Stanley Quinn & Maury HollandJWT	Marion Dougherty at J. Walter Thompson, 420 Lexington - uses featured players only; Scripts - Ed Rice JWT.
Lights Out 9pm Mon NBC	Herbert Swope NBC	Martin Begley at NBC - uses 1 star with supporting players; Scripts - H. Philip Minis NBC.
Lucky Strike Theater 9:30pm alt Mon NBC	Robt Montgomery NBC	Joan McDonald at Neptune Prod'ns, 30 Rock Pl - uses stars with supporting players.
Lux Video Theater 8pm Mon CBS	Calvin Kuhl JWT	Harold Loeb at J. Walter Thompson, 420 Lexington - uses 1 or 2 stars with supporting cast; Scripts - Ed Rice JWT.
Magic Cottage 6:30pm Mon-Fri DuM	Bill Marceau DuM	Hal Cooper & Elizabeth Mears at DuM - uses featured players for dramatic sequences.
Man Against Crime 8:30pm Fri CBS	Edw Montagne Esty	Montagne & Melville Burke at Esty, 100 E 42 1 name with supporting cast.
Martin Kane 10pm Thu NBC	Frank Burns Kudner	Mickey Alpert at Kudner, 575 Madison - uses 1 guest star & supporting players.
Nash Airflyte Theater 10:30pm Thu CBS	Dave Pressman	Dave Pressman & Alex March at Nash Office, 44 W 63 - uses stars with supporting players; Scripts - Alex March.
Philco Playhouse 9pm Sun NBC	Fred Coe NBC	Bill Nichols at Talent Assoc, 150 E 52 - uses stars with supporting players; Scripts - Julian Claman at Talent Assoc.
The Plainclothesman 9:30pm Wed DuM	John L. Clark Transamerican	Sean Dillon at Transamerican, 1 E 54 - uses featured players, no names.
Prudential Playhouse 8pm alt Tue CBS	Donald Davis CBS	Mike Mead at CBS, 25 Vanderbilt - uses stars with supporting players; Scripts - Jerry Horwin CBS.
Pulitzer Prize Playhouse 9pm Fri ABC	Ed Peterson Y&R	Jerry Stagg at Wm Morris, 1270 Sixth - uses stars with supporting players; Scripts - Margaret Wilder at Wm Morris.
Rocky King 9:30pm Fri DuM	Gerry Layton 551 Fifth	Elizabeth Mears at DuM - uses regular cast plus supporting players.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
	DRAMATIC PROGRAMS(Continued)	
Somerset Maugham 9pm Wed CBS	Martin Ritt CBS	Marjorie Morrow, 1501 Bway - uses stars supporting players.
Starlight Theater 8pm alt Thu CBS	Martin Ritt CBS	Robert Fryer at CBS, 25 Vanderbilt - uses stars with supporting players; Scripts - Jerry Horwin CBS.
Studio One 10pm Mon CBS	Worthington Miner CBS	Robert Banker at CBS, 485 Madison - uses 1 star with supporting players; Scripts - Jerry Horwin CBS.
Sure As Fate 8pm Tue CBS	Montgomery Ford CBS	Archer King at CBS, 25 Vanderbilt - uses featured players only; Scripts - Jerry Horwin CBS.
Suspense 9:30pm Tue CBS	Robert Stevens CBS	Marion Lasky at CBS, 485 Madison - uses featured players only; Scripts - Jerry Horwin CBS.
Trapped 8:30pm Fri WOR	Harvey Marlowe WOR	Harvey Marlowe - uses featured players.
The Web 9:30 Wed CBS	Franklin Heller CBS	Archer King at CBS, 25 Vanderbilt - uses featured players only; Scripts - Jack Turner at Goodson-Todman Prod'ns(49 E 52).
We, the People 8:30pm Fri NBC	Dan Seymour Y&R	Preston Wood & Larry Roemer at Young & Rubicam, 285 Madison - use dramatic bits & personality principals.
	SERIALS	
Aldrich Family 7:30pm Sun NBC	Lester Vail Y&R	Pat Walker at Wm Morris, 1270 Sixth - uses supporting players.
Captain Video 7pm Mon-Sat DuM	Larry White DuM	Elizabeth Mears at DuM - uses supporting talent.
The Goldbergs 9:30pm Mon CBS	Walter Hart CBS	Gertrude Berg at CBS, Liederkrantz Hall 111 E 58 - uses supporting players.
Leave it to Papa 7:30pm Thu WPIX	N. Consentino WPIX	N. Consentino - uses supporting players.
Mama 8pm Fri CBS	Ralph Nelson CBS	Doris Quinlan at Carol Irwin Prod'ns, 277 Park - uses supporting players.
Mr. & Mrs. Mystery 7:15pm Mon-Fri WOR	Harvey Marlowe WOR	Harvey Marlowe - uses supporting players.
One Man's Family 7:30pm Sat NBC	Dick Clemmer NBC	Dick Clemmer - uses supporting players.

Saturday Morning (continued)

Discovery Machines (Ages 7 - 12)	Martin Kane CBS	Mr. Jerry Kosney, 1201 Bway - seek people supporting players.
Christian Science (Ages all ages, CSB)	Martin Rice CSB	Robert Tyler at CSB, 25 Vanderbilt - seek people with supporting physical disorders - Jerry Borwin CSB.
Studio One (Ages 18+, CSB)	Worldwideness Murray CSB	Robert Burton at CSB, 485 Madison - seek 3 men with supporting physical disorders - Jerry Borwin CSB.
Space Ay Beta (Ages 12+, CSB)	Interscopy Dual CSB	Arthur Kary at CSB, 25 Vanderbilt - seek talented players male; surgeon - Jerry Borwin CSB.
Sunshine (Ages 7+, CSB)	Robert Stevens CSB	Jaylon Leahy at CSB, 485 Madison - seek talented players only; surgeon - Jerry Borwin CSB.
Tempo (Ages all, WOR)	Harvey Harlowe WOR	Harvey Harlowe - seek talented players.
The Web (Ages 18+, CSB)	Franklin Sailor CSB	Arthur Kary at CSB, 25 Vanderbilt - seek talented players only; doctors - Jerry Borwin at Goodson-Todman Productions (CSB).
Mr. The People (Ages all, NBC)	Ben Grauer NBC	Freedom Road & Harry Hansen at Young & Rubicam, 320 Madison - seek people to help & personality players.

Sunday

Junior Theatre (Ages 7+, WOR)	Leaves Veil WOR	The Walker at 1m Morris, 1270 Broad - seek supporting players.
Quality Time (Ages 7+, NBC)	Larry Vance NBC	Elizabeth Jeans at NBC - seek supporting talent.
The Adventurer (Ages 7+, CBS)	Walter Ward CBS	Geraldine Berg at CBS, Independence Hall & 30 - seek supporting players.
Lassie (Ages 7+, WOR)	M. Cromwell WOR	M. Cromwell - seek supporting players.
Lassie (Ages 7+, CBS)	Jerry Nelson CBS	Doris Hudson at Court Irvin Studios, 577 Park - seek supporting players.
Mr. & Mrs. Western (Ages Mature, NBC)	Harvey Harlowe NBC	Harvey Harlowe - seek supporting players.
The Body's Family (Ages 7+, WOR)	Jack Gleason WOR	Jack Gleason - seek supporting players.

SERIALS(Continued)

Tom Corbett,Space Cadet 6:30pm Mon,Wed,Fri ABC	Leonard Carlton K&E,247 Park	Mort Abrams at Rockhill Prod'ns, 18 E 50 - uses supporting players.
Two Girls Named Smith 12N Sat ABC	Richard Lewis 509 Madison	Charles Dubin ABC, 7 W 66 - uses 1 to 4 supporting players.

COMEDY - VARIETY - MUSICAL

Arthur Murray Show 9pm Sun DuM	Vic McLeod 342 Madison	Charles Wick at the Arthur Murray Studio, 342 Madison - uses top name guests.
At Home Show 11pm Mon CBS	Franklin Heller CBS	Florence Friedman at CBS, 485 Madison - uses female vocalists as guests.
Bess Myerson Show 11pm Sun DuM	Diane Munhall	Diane Munhall at Huber Hoge, 699 Madison - celebrities & human interest guests.
Bobby Sherwood Show 11pm Mon-Fri CBS	Rick Leighton CBS	Charlotte Armstrong at CBS, 485 Madison - uses variety talent & personalities for publicity shots.
Broadway Open House 11pm NBC		
Jerry Lester Tue,Thu,Fri	Hal Friedman NBC	Hal Friedman - publicity shots.
Lenny Kent Mon,Wed	Ray Buffum NBC	Mary Kelly NBC - format not yet set.
Cavalcade of Bands 9pm Tue DuM	Milton Douglas Prod Adv Corp	Herb Jaffe at MCA, 598 Madison - uses 1 band, comedians, dancers.
Cavalcade of Stars 10pm Fri DuM	Milton Douglas Prod Adv Corp	Ben Piermont at PAC, 215 Fourth Ave - uses comedians, dancers, vocalists.
Colgate Comedy Hour 8pm Sun NBC		All use name guests, dancers, vocalists
Eddie Cantor	Manning Ostroff NBC	Harry Kalcheim, Bert Swift, Bernie Seligman at Wm Morris, 1270 Sixth
Bobby Clark	Michael Todd	Sammy Lambert at 1681 Bway
Martin & Lewis	Ernie Glucksman	Bob Henry at NBC & Herb Jaffe at MCA
Bob Hope		Show scheduled for mid-April - no staff yet
Ford Star Revue-Jack Haley 9pm Thu NBC	Buzz Kulik JWT	Maurice LaPue, Hotel Wellington, 7th Ave & 55th St - uses name guests, variety acts.
Four Star Revue 8pm Wed NBC		All use name guests, dancers, vocalists.
Wynn & Durante	Joe Santley NBC	Hal Kemp at Wm Morris, 1270 Sixth
Danny Thomas	Leo Morgan at Wm Morris	Hal Kemp at Wm Morris, 1270 Sixth
Jack Carson	Coby Ruskin MCA	Herb Jaffe at MCA, 598 Madison
(Casting of bits on all: Marie Corell NBC)		
Frank Sinatra Show 9pm Sat CBS	Jack Donahue CBS	Archer King at CBS, 25 Vanderbilt - uses top variety names.

COMEDY-VARIETY-MUSICAL(Continued)

Godfrey & Friends 8pm Wed CBS	Jack Carney CBS	Larry Puck at CBS, 49 E 52 - uses singers, dancers, comedians.
Holiday Hotel 9pm Thu ABC	Monte Proser Algonquin	Proser & James Sheldon at Y&R, 285 Madison uses 1 name guest weekly.
Jack Carter Show 8pm Sat NBC	Ernie Glucksman NBC	Bob Henry at NBC & David Shapiro at Wm Morris, 1270 Sixth - uses top name guests.
Ken Murray 8pm Sat CBS	Ken Murray CBS	John Greenhut at MCA,598 Madison - uses top name talent.
Little Show-John Conte 7:30pm Tue,Thu NBC	Lindsay McHarrie Calkins & Holden	Bob Smith at C&H, 247 Park - uses female vocalists.
Mohawk Showroom 7:30pm Mon,Wed,Fri	George Nelson	Helen Keane at MCA, 598 Madison - uses musical artists.
Musical Comedy Time 9:30pm alt Mon NBC	Bernard Schubert	Bernard Schubert, 509 Madison - uses name singers & comedians.
Nick Paone Show 5:30pm Sun WPIX	J.Franklyn Viola 152 W 42	Viola & Paone at 152 W 42 - use variety acts.
Paul Whiteman Show 7pm Sun ABC	Ward Byron ABC & Felix Jackson Y&R	Jackson & Byron - use top name vocalists & personalities.
Penthouse Party 8:30pm Fri ABC	Lester Lewis 1 Christopher	Lester Lewis - uses variety talent & personalities.
Peter & Mary Show 8:30pm Thu NBC	Eddie Pola Doherty,Cliff&Shen	Jack Green at MCA, 598 Madison - uses variety & dramatic talent.
Richard Hayes Show 11pm Tue WABD	Albert Black	Albert Black, 1270 Sixth - uses dancers, and singers.
Sam Levenson Show 7pm Sat CBS	Irving Mansfield CBS	Irving Mansfield at 485 Madison - uses celebrities & their children.
The Show Goes On 8pm Thu CBS	Lester Gottlieb CBS	Penny Morgan at CBS, 485 Madison - uses young variety talent.
Showtime, USA 7:30pm Sun ABC	Vinton Freedley ANTA	Radie Harris & Rose Tobias at ANTA, 245 W 52 - use name variety & dramatic talent.
Songs For Sale 7:30pm Sat CBS	Herbert Moss	Herb Moss at CBS, 485 Madison - uses singers & composers as guest panelists.
Star Time 10pm Tue DuM	Phil Rapp	Sol Leon, Dave Shapiro & Joe Wolfson at Wm Morris, 1270 Sixth - use comics, variety & musical talent.
Star of the Family 10pm Fri CBS	Norman Frank	Jack Green at MCA, 598 Madison-uses variety talent, personalities, names.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
COMEDY-VARIETY-MUSICAL(Continued)		
Steve Allen Show 7pm Mon-Fri CBS	Marlo Lewis	Marlo Lewis at CBS, 485 Madison - variety talent & personalities.
Stop The Music 8pm Thu ABC	Chas Henderson Cowan	Al Hollander at Cowan Prod'ns, 485 Madison - uses 1 top name weekly.
Ted Mack Family Hour 6pm Sun ABC	Reemack Prod'ns	Reemack, 527 Fifth - use top musical & variety talent.
Texaco Star Theater 8pm Tue NBC	Bill Templeton Kudner	Mickey Alpert, Kudner, 575 Madison & Leo Morgan, Wm Morris, 1270 Sixth - use top personalities & variety acts.
This is Show Business 7:30pm Sun CBS	Irving Mansfield CBS	Irving Mansfield at CBS, 485 Madison - top variety talent & 1 celebrity guest panelist.
Toast of the Town 8pm Sun CBS	Marlo Lewis	Ed Sullivan & Marlo Lewis at CBS, 485 Madison - top name variety talent & personalities.
Versatile Varieties Jr 11:30am Sun CBS Ed.	Charles Basch	Frances Scott at Basch Prod'ns, 17 E 45 - uses kid talent.
Victor Borge Show 7pm Sat NBC	Perry Lafferty	Perry Lafferty at the Hotel Wellington, 7th Ave & 55th St - uses variety talent.
Your Hit Parade 10:30pm Sat NBC	Ted Fetter & Dan Lounsbery BBD&O	Fetter & Lounsbery at BBD&O, 383 Madison - bits & walkons.
Your Show of Shows 9pm Sat NBC	Max Liebman	Harry Kalcheim at Wm Morris, 1270 Sixth Jess Kimmell, Liebman, 130 W 56 - use 1 name guest MC weekly.
TALENT PROGRAMS		
Concert Debut 3pm Sun WPIX	Albert Black	Albert Black at 1270 Sixth - musical talent.
Henry Morgan's Talent 8pm Fri NBC Hunt	Mike Levin at Ward Wheelock	Herbert Moss, 100 W 55 - uses screwball pro & amateur variety acts.
Hollywood Screen Test 7:30pm Mon ABC	Lester Lewis 1 Christopher	Lester Lewis - uses 2 young actors as tests & 1 name guest as lead.
Original Amateur Hour 10pm Tue NBC	Lou Goldberg Reemack Prod'ns	Goldberg & Lloyd Marks at Reemack Prod'ns, 527 Fifth - use amateur variety talent.
Talent Scouts-Godfrey 8:30pm Mon CBS	Jack Carney CBS	Esther Stoll at CBS, 485 Madison - uses young variety talent.
Talent Search 10:30pm Mon NBC	Kermit Schafer 112 E 37	Application blanks at Vim Stores - uses amateurs.
You're On Your Own 2pm Sun DuM	Albert Black	Albert Black at 1270 Sixth - uses amateur high school & college variety talent.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
INTERVIEW PROGRAMS		
Eloise Salutes the Stars 11pm Fri DuM	Lester Lewis 1 Christopher	Lester Lewis - uses show business names, authors, musicians & other personalities.
Eleanor Roosevelt 3:30pm Sun NBC	Martin Jones Park Sheraton	Henry Morganthau III at the Martin Jones office - political & industrial leaders.
Faye Emerson Show 7:15pm Mon,Wed,Fri	Gil Fates JU 2-4217	Arnold Peyser, JU 2-4217 - uses name personalities.
The Fitzgeralds		See Daytime Programs
Eva Gabor 8pm Fri WJZ-TV	Hardie Freiberg 270 Park	Fluff Blome at the Freiberg Office- uses personalities from Bway productions.
Lilli Palmer 6:45pm Thu CBS	Bruce Anderson JWT	Bruce Anderson at J. Walter Thompson, 420 Lexington - uses personalities.
Luncheon at Sardi's		See Daytime Programs
Manhattan Spotlight 7:45pm Tue,Wed,Fri DuM	Chuck Tranum DuM	Verne Tranum at DuM - use people who can present interesting visual demonstrations.
Stork Club 7:45pm Tue,Thu CBS	Mike Dutton PL 3-1940	Eleanor Kilgallen, 595 Madison - uses theatrical personalities primarily.
Tex & Jinx 6:30pm Mon-Fri NBC	Kay Elliott NBC	Kay Elliott - personalities from wide variety of fields.
PANEL QUIZ PROGRAMS		
Celebrity Time 10pm Sun CBS	Richard Lewine World Video	Bob Mayberry & Lee Wallace at World Video, 15 E 47 - uses show biz, literary names.
Leave it to the Girls 7pm Sun NBC	Martha Rountree 570 Lexington	Joan Sinclair at Rountree's office - 1 male & 1 female personality.
Twenty Questions 8pm Fri WOR(ABC Net)	Gary Stevens LO 4-0800	Gary Stevens - name personalities.
Whats My Line 10:30pm Sun CBS	Goodson-Todman 49 E 52	Bob Bach at Goodson-Todman - uses show biz, literary & sports personalities.
Who Said That 10:30pm Sun NBC	Fred Friendly NBC	J.G. Gude at NBC - theatrical celebrities.
FORUMS		
Meet The Press 4pm Sun NBC	Martha Rountree 570 Lexington	Martha Rountree - panel of reporters & 1 personality in the news.
People's Platform 5:30pm Sun CBS	Leon Levine CBS	Leon Levine - uses industrial, political, governmental figures.
The Facts We Face 5pm Sun CBS	Leon Levine CBS	Leon Levine - uses political figures & economists.

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PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
DAYTIME PROGRAMS		
Barbara Welles 9pm Mon-Fr WOR-TV	Mende Brown WOR	Sandy Sielcken at WOR - uses-show business names, litenary figures. Lucy Davis at WOR - publicity shots for home service experts
Bert Parks Show 3:30pm Mon,Wed,Fr NBC	Sherman Marks Cowan	Manny Reiner at Cowan Prod'ns, 485 Madison - publicity shots for peopl with unusual occupations; also occa sional names
Fashion Magic(Ilka Chase) 3:30pm Mon Fri CBS	Bob Mayberry World Video	Lee Wallace at Affiliated Artists, 20 E 53, fashion, entertainment and personality guests
First Hundred Years 2:30pm Mon-Fri CBS	Hoyt Allen B&B	Hoyt Allen at Benton & Bowles, 444 Madison, uses supporting cast of dramatic actors
The Fitzgeralds 2:30pm Mon-Fri ABC	John Hade Hotel Pierre	John Hade-names in show business, literary personalities for publicity shots; human interest stories
Garry Moore Show 1:30pm Mon-Fri CBS	Herbert Sanford CBS	Herbert Sanford at CBS, 485 Madison uses variety talent, comedians
Half-Pint Party 4:45pm Mon-Fri ABC	Al Gannaway Telco Prod	Charles McGregor & Derry Fallitant at Telco, 55 W53 - personalities associated in their work with children
Jimmie Blaine Jr. Edition 6:45 Mon-Fri ABC	Leonard Holton ABC	Edith Landis at ABC, 7 W 66, teenagers with interesting hobbies, occupations, etc.
Joe Franklin's Varieties 12 N Mon-Fri	John Hade Hotel Pierre	John Hade - people from the music world, song writers, singers, musicians
Josephine McCarthy Show 1pm Mon-Fri NBC	Mole & Lee 105 W 55	Blanche Lee- occasional publicity shots for home service experts, personalities
Kate Smith Show 4 pm Mon-Fri NBC	Barry Wood NBC	Stan Scottland at MCA, 598 Madison-books performers; Barry Wood books publicity shots
Kathi Norris 12N Mon-Fri NBC	Babs Doniger Wilbur Stark	Myrtle Layton at Stark Prod'ns, 510 Madison-celebrities & guest experts for visual demonstrations
Kitchen Fare 11pm Mon-Fri DuM	Bob Loewi DuM	Bob Loewi- publicity shots for guest experts; also open to new food products and utensils
Larry & Gladys Stewart 2pm WPIX	Larry Stewart Buyers Inst	Larry Stewart- personality interview for publicity shots

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
DAYTIME PROGRAMS(Continued)		
Luncheon at Sardi's 12:30pm Mon-Fri WOR-TV	Gary Stevens WOR	Sid White, LO 4-6800- uses show business celebrities
Margaret Arlen 11:15am Mon-Fri CBS	Bill Allyn CBS	Betty Lee at CBS, 485 Madison-publicity shots for personalities; uses products of interest to home-makers
Market Melodies 12:30pm Mon-Fri ABC	Art Modell ABC	Milton Roberts at ABC, 7 W 66-publicity shots for public figures, variety talent
Meet Buddy Rogers 1pm Mon-Fri WOR	Nat Rudich Gainsborough	Shirley Graf at Gainsborough, 234 W 44- variety talent,personalities
Meet Your Cover Girl 3:30pm Tues,Wed CBS	Stanley Poss CBS	Stanley Poss at CBS, 485 Madison-publicity shots for models, fashion authorities
Mr. & Mrs. Shopping 11am Mon-Fri WOR	Clay Yurdin WOR	Richard Bernstein at WOR- publicit shots for talent, manufacturers of new items; Anne Russel at WOR- open to interesting new gadgets, products (no foodstuffs)
The McCanns 11:30am Tue,Wed,Th WOR	Harvey Marlowe WOR	Alfred McCann, LE 2-3058 after 1pm publicity shots for home service experts
Okay Mother 1pm Mon-Fri DuM	Aaron Steiner DuM	Jean Bach at DuM - publicity shots for mothers or wives of prominent personalities
Remember the Date Tues, Th 3:30pm NBC	Jean Heaton Louis Cowan	Bob Smith, Bill Stern's office at NBC- uses human interest stuff connected with a specific date
Sally Smart's Kitchen 10:30am Mon-Fri WOR	J.C. Bekham Mod Home Service	Nancy Rowe at Modern Home Services 52 Vanderbilt Ave- publicity shots for guest cooking experts
Success Story 2:15pm Mon-Fri WJZ	Lester Lewis 1 Christopher St	Lester Lewis-uses prominent names from all walks of life
Ted Steele Show 2pm Mon-Fri WPIX	Ted Estabrook WPIX	Mike Meltzer, WPIX- uses show business, sports, literary figures
Vanity Fair 4:30pm Mon-Fri CBS	Dorothy Doan CBS	Lee Sherry & Virginia Schone at CBS,485 Madison-publicity shots for fashion literary, personalites Shirley Reeser at CBS, new product
Women Talk It Over 11:30am, Mon, Fri WOR	Wayne Wirth Telefeatures	West Hooker, MCA -name guest star on panel (598 Madison - PL 9-7500)

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED

DAYTIME PROGRAMS (Continued)

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
Zeke Manners 3pm Mon-Fri ABC	Kay Bardsley ABC	Marge Fisher at ABC, 7 W 66 - publicity shots for singers, theatrical people

***IMPORTANT - NOTE THESE ADDITIONS & CORRECTIONS

add Variety-Musical

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
Perry Como Show 7:45pm Mon,Wed,Fri	Lee Cooley Cunningham & Walsh	Lee Cooley at Cunningham & Walsh (MU 3-4900) uses guest girl singers, sometimes comics.

Stop The Music -- correct producer is Sherman Marks at the Cowan office (PL 9-3700)

Star Time -- reported leaving the air on Feb 27 (check this after that date).

Little Show -- Bob Smith no longer at Calkins & Holden...check McHarrie (PL 5-6900)

Ken Murray -- Ben Brady of Ken Murray office is also a contact (CBS-PL 5-2000)

NOTE -- Kudner agency has moved to 575 Madison Avenue - MU 8-6700

Showtime USA -- Rose Tobia handles casting (Radie Harris no longer involved)

***OTHER CORRECTIONS SHOULD BE WATCHED FOR IN WEEKLY ROSS REPORTS.

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Television's First TALENT CREDIT LIST Scheduled!

In the latter part of March, we plan to publish the first TV credit list ....with alphabetical indexes for producers...directors...writers...designers...musical directors, actors and actresses and variety performers who have been connected with network programs and local programs during 1949 & 1950.

Listings will carry not only the names, but also the programs with which they have been connected.

There is no charge for these listings. For the most part they have been compiled already from our own reports.

However - we are opening our pages to Trade Advertising - by producers, agents, performers, services to TV, and the like.

Considering the circulation potential of this issue, which will be printed on quality coated stock, with a permanent cover, you should find our advertising rates extremely reasonable. Look for a rate card in the mail from us, or call Joseph Miller here at MU 2-5910 for details. Deadline is March 16th.

Why not make yourself or your clients and programs a vital part of Television's first credit list by taking a display advertisement (paper will be fine, coated stock; cover will be of extra heavy weight...back & front cover available)

Ross Reports

WEEK OF
FEB 11 - 18, 1951

TALENT LOCATOR SERVICE

IN TOWN & AVAILABLE FOR GUEST SHOTS

BIG NAME PERSONALITIES, ANIMALS, BIRDS & EXHIBITS avail radio, TV ti-ins Natl Sportsmen's & Vacation Show, beg. Feb 17, Grand Central Palace - CONTACT: Bob Viano, PL 8-1269

GENE AUSTIN, recording star, avail TV, PR: Dreyfuss & Delynn PL 3-6971

CHARLIE BANG, "Texas Li'l Darlin'" singer-actor - CONTACT DIRECT at Lambs Club

EUGENIE BAIRD, vocalist avail TV - AGT: Oscar Cohen, Assoc Bkng PL 9-4600

BARBARA BRITTON, film actress avail TV, AGT: Jack Lawrence, ATC JU 2-3885

KITTY CARLISLE - AGT: Martin Goodman CI 7-2700

DICK CHRISTMAN, "Mr. Double-Talk" of Candid Camera, avail TV - AGT: Geo. Lewis OR 9-4545

DICK COLLIER, "Mr. Giggles" of WPIX, avail night shows - AGT: Geo. Lewis

ANNE CRAWFORD, "Green Bay Tree" lead, avail intvw - AGT: P. Witt PL 9-7966

BRIAN DONLEVY - AGT: M. Goodman CI 7-2700

DIANA DOUGLAS, avail TV - AGT: Lee-Harris-Draper, JU 6-4180

GIGI DURSTON, society singer - PRESS: Charles Dreyfuss, PL 3-6971

RICHARD GREENE - CONTACT: Publicity, 20th Cent-Fox CO 5-3320

MARCIA HENDERSON, "Wendy" of "Peter Pan" avail TV drama, musical - AGT: Lester Shurr, CH 4-8241

DR. ABRAHAM JOSHUA HESCHEL, author "A Philosophy of Religion" publ Mar 12, intvw - CONTACT: Fay Hammel, Farrar Straus & Young, MU 9-5650

(Continued next column)

COMING TO TOWN FOR GUEST SHOTS

JUNE ALLYSON & DICK POWELL from coast this week; CONTACT: John Joseph, MGM JU 2-2000

JOSEPHINE BAKER - from Miami early Mar - MGR: Ned Schuyler

BENNETT CERF - from coast late Feb; CONTCT: D. McDowell, Random House PL 9-6300

TOM EWELL - from Nassau Feb 11; AGT: P. Morgan, Liebling-Wood VA 6-3714

JOAN FONTAINE returns to NYC Feb 18 - AGT: Joe McGee, Wm Morris CI 7-2160

JUNE HAVOC from coast late Feb - AGT: General Artists CI 7-7550

DIANA LYNN - this week - CONTACT: Phil Gerard, Univ-Int PL 9-8000

MRS. AMERICA (Mrs. Betty McAllister), Feb 19, AGT: S. Abrams, WI 7-9715

HENRI SALVADOR from Canada in several days AGT: E. Lewis, Int Thea Attr CH 4-1081

IN TOWN & AVAILABLE cont.

GAR MOORE, Amer. actor in Italian film "Paisan" AGT: Darrow Agcy PL 3-0871

AUDIE MURPHY - AGT: Peter Witt PL 9-7966

ARCH OBOLER - avail intvw - PRESS: Joel Preston JU 2-3618

JOHN ORR, romantic baritone-actor, AGT: Barna Ostertag, Kroll Agcy PL 7-4250

WINTHROP PALMER, author "The New Barbarian" publ this Wed, avail intvw - CON: Fay Hammel, Farrar Straus, MU 9-5650

JANE PICKENS - AGT: Moe Gale, PL 7-7100

FLORENCE PRITCHETT - intvw, guest spots, avail 2 wks only AGT: Priscilla Morgan

ARTIE SHAW- limited appear. CON: Shelley Dobbins, French Bdcstng, RE 4-1501

CRITICS' BOXSCORE

"THE ROSE TATTOO" - Martin Beck Theater, Sat, Feb 3. By Tennessee Williams; prod: Cheryl Crawford; dir: Daniel Mann; sets: Boris Aronson; costumes: Rose Bogdanoff; incidental music: David Diamond; lighting: Charles Elson.

ATKINSON, Times: You may grumble a little about the uneveness of the story, but (it) is original, imaginative and tender. The loveliest idyll written for the stage in some time. Performance and production are superb.

BARNES, Trib: Not everything is exactly right, but its flaws are petty compared to its virtues. It is a rare and warm experience, distinguished in form and striking in effect. .. .

CHAPMAN, News: Does not go in any one direction very long at a time. Williams' human insight is unimpaired and his ability to write vivd scenes is, as always, exceptional.

COLEMAN, Mirror: Moments of compassion, beauty and sheer nastiness. You will either like it or dislike it immensely. Count us among the dissenters.

HAWKINS, Tele: In its favor atmosphere and warmth, fresh and engrossing theme. On the other hand humor often seems glued to the surface, passages are endlessly chatty and repitious. ... ..

McCLAIN, Journal: Never before, to my knowledge, has a rather simple biological situation involved so many extraneous characters and so many words - or been so pretentiously elevated. Maureen Stapleton magnificent.

POLLOCK, Compass: Odd, a little jumpy, and easily the lushest and most provocative, most original and the best play this season has uncovered. The whole cast plays with something like perfection.

WATTS, Post: Chief reaction one of disappointment...excellent individual scenes... almost entire second act delightful in its mingling of humor and compassion. But sense of disappointment remains. .. .

TALENT TIPS

LELAND HOLLAND - "Jotham Valley" baritone lead - COLEMAN: Excellent. Personable, has fine stage presence and as good a voice as you'll hear in any commercial musical. ATKINSON: A voice and style that would make him welcome as leading man in most professional musicals. McCLAIN: Ingratiating and pleasantly vocal. CONTACT: Murdock Pemberton, LO 5-0550

KATHRYN LEE - "Star Time" ballerina - SID WHITE: Those ballerinas on teevee leave me as flat as their feet - with the one exception of Kathryn Lee, who is a talented and exciting dish. AGT: George Wood, Wm MorrisCI 7-2160

LEE FIELDS - RADIO DAILY: "Chanteuse la plus photogenique", whose four attributes - face, figure, talent and personality - have brought a demand for her fourth appearance on the John Conte show, will appear Thursday the 15th. Mark the calendar.

WILLIE LEWIS - the man with the clarinet in "Angel In The Pawnshop" - MOREHOUSE: The outstanding performance (this season) in a small role.
PRESS: Nat Dorfman, LO 3-0858

ADELAIDE VAN WEY - foremost authority on Creole songs - CARL SANDBURG: An hour with Miss Van Wey's records is like a visit to New Orlean's streets and homes. A deep rich contralto voice is here. She carves her syllables. AGT: Ruth Arell, Muriel Francis PL 9-5600

THE 3 D'S - male acrobats, Palace Theater - VARIETY: A corking acro routine.
PRESS: John A. Cassidy, CO 5-6500